

# be strong. live well.



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## *Muller Company Partners with Award Winning Fitness Expert!*



It didn't take long for Christina Ducote, Senior property manager for the Muller Company, to work out a deal that would align the Muller Company with WellStrong Fitness, Inc. The deal brings together an award winning fitness and consulting company with a very successful Commercial development company with a proven track record.

"I saw this opportunity as a way to economically increase the value of our property to prospective buyers, while enhancing the fitness experience for our current tenants", explained Ducote.

WellStrong Fitness, Inc. president Tyler Merrill looked at the new partnership as a breath of fresh air. "This brings numerous fitness options to the fingertips of the Muller Company tenants", says Merrill. "It's a similar concept as Starbucks opening kiosks inside of Vons grocery, quality & convenience for the consumer", explained Merrill.

WellStrong will offer tenants and the public personal training, semi-private fitness programs, and exclusive membership privileges. There will also be specialty programs like golf conditioning and Multiple Sclerosis muscle strengthening.

Ducote liked what she saw with WellStrong. The company President has a strong community outreach philosophy. Merrill has been a member of the Multiple Sclerosis Society advisory board for the past 4 years. Other non-profit alliances include the Autism Society of America, American Cancer Society, and the American Heart Association. "Together we will have the opportunity to contribute to the community in a time when San Diego needs it most", said Ducote.

## *La Jolla's New Gem!*



## *A bit about Tyler!*

Tyler an award winning personal trainer brings a chalked accom-



Merrill is an award winning personal and fitness trainer who has a resume full of

*Final contest 2000*

accomplishments he has amassed over the past 13 years of personal training.

He began his career as an intern at the UCSD department of orthopedics. After his internship he was selected to direct a wellness center for UCSD from 1998-2002. It was in 2002 that he owned and operated two successful personal training studios in San Diego.

It was in late August that he sought out a new adventure. His project was called WellStrong. The concept was to combine his fitness philosophy and tight community relations to better serve San Diego.

In his former years Tyler was a decorated bodybuilder. He amassed 8 championship in 5 years. All at the ripe age of 25!

If you have any questions for Tyler or the WellStrong staff feel free to ask.

## Nutrition Consulting!



WellStrong Fitness has introduced a monthly phone consulting program that will empower exercisers to stay on the right path with their nutrition.

"Roughly 30% of exercisers attribute lack of results as the reason for quitting their fitness program", said Tyler Merrill, President of WellStrong Fitness.

As part of the program participants will discuss various nutrition related topics each week over the phone. The program is specific to each persons goals and experience level.

To set up your consultation please call (858) 458-0809.

## Disneyland Fun!



Leticia, Tatum, and Reese enjoy a day at Disneyland. The girls enjoyed the day even though Tyler was exhausted by the end of the evening. So much for being in shape.

## Ice Town Figure Skating Academy Seeks Olympic Gold with WellStrong



For the past 6 years, Matthew Smith has been preparing U.S figure skaters for the Olympic games through his cutting edge program "Ice Town Figure Skating Academy" located at the UTC ice arena.

A few of his students that made the leap to the Olympic games through his program include Michelle Kwan and Sasha Coehn, each of whom earned Olympic medals.

Currently, Ice Town has about 600 skaters in their "learn to skate" program and a staff of 19 coaches. Ice Town specializes in all levels of figure skating from 3 year olds just beginning to World and International competitors.

*"Dry Land Training is an essential part of a competitive skater's regiment", explained Smith. "Tyler and the WellStrong staff bring a positive enthusiasm to my young athletes while understanding the importance of their role in my athlete's careers", added Smith.*

Let's wish all the athletes the best of luck in their pursuit of Olympic gold!

## Corporate Spotlight

In each issue, WellStrong will select a small business to introduce all of you to. In order to be selected for a spotlight the business has to meet 4 key factors: quality, price, customer service, community outreach.

## dining details

"We are a team of like-minded individuals who love to cook, entertain, teach, and bring the love of fine foods to our clients' tables and taste buds," explains Julie Frans, CEO. "We provide not only delicious cuisine that nourishes your mind and body, but also the experience of true satisfaction and enjoyment," added Frans.

They create menus for each client's specific preferences and dietary requirements, and prepare meals made from whole foods... most of their ingredients are so fresh they were picked or caught that very same day!

Dining Details has a reputation among their clients for consistently helping them feel healthier and more vibrant, and enjoy their quality of life more than ever before through great food and personal service. Each Dining Details chef has their own specialties, style, and personal flare, but share the common passion for fine food, attention to detail, and customized personal service. We travel to restaurants, cities, and homes where fine food live worldwide, and bring that experience back to you. You are guaranteed consistent satisfaction with Dining Details Personal Chefs Services.

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