

anytime fitness

The best place for fitness 24/7

magazine

FIBER FACTS

- Boost heart health
- Aid digestion
- Fill up faster

HITTING THE WALL

Do you need to spring clean your fitness routine?

**ANYTIME FITNESS
OPENS 1,000th
CLUB!** Details on page 2...

TAKIN' IT TO THE STREETS

Fashions that pull double duty at the gym and in public.

January 2009

www.anytimefitness.com

First Word



Good health is not just something you are blessed with—it's something you work for and earn over a lifetime. It's a promise you make, to yourself and those who share your life, to honor vitality, discipline and balance.

Our goal is to help you see fitness as one crucial part of a commitment to healthy living and the nourishment of mind, body and spirit. To that end we offer you tips and advice on several different aspects of total health in a series of features created to provide answers you can use today to start making better choices for your health.

Some of the stories in this month's issue deal with aspects of fitness. For those

of you who workout regularly but have stopped reaching and exceeding personal health goals, check out page 6 to learn tips for changing up your routine so you can get back on track toward seeing improvements. Medical and fitness experts from across the nation lend their expertise to the question of whether or not you should stop working when you have a cold or the flu. (Page 4) Their answers may surprise you.

Because what goes into your body is just as important as what you burn off, we've decided to let you in on a little secret about the benefits of a fiber-rich diet. Most Americans get less than half the fiber they should in a day, which complicates diabetes, colon health and stymies weight loss. A few well-made food choices, listed on page 8, can help you double your intake and start seeing results, from improved heart health, lower cholesterol and a trimmer waistline. Is this a secret you can afford to miss out on?

Whether you have just recently started navigating the path toward total health, or have already dedicated years to the pursuit of holistic health, our hope is that you find in these pages some measure of advice, inspiration and information you can use as you continue to meet your personal goals.

Yours in health!

Chuck Runyon



ANYTIME FITNESS OPENS 1,000TH CLUB

Anytime Fitness, the #1 co-ed fitness club chain in the world, has opened its 1,000th club. Founded in 2002, Anytime Fitness now has clubs operating in 46 states, Canada and Australia, serving nearly 600,000 members.

"From the very beginning, we've focused on providing members with a convenient and affordable fitness option in a friendly, non-intimidating atmosphere," says Anytime Fitness co-founder, Chuck Runyon. "Now that we have more than 1,000 clubs – and a policy that allows members to join one club and use them all – the value of an Anytime Fitness membership is even greater."

One thousand clubs open worldwide is more than an impressive milestone. It also provides a tangible benefit to all Anytime Fitness members. "We call it our 'Anywhere Club Access' policy," says Klinger. "It simply means, one membership allows access to every club, whether it's across town or on the other side of the globe. In addition to being open 24 hours, Anywhere Club Access is another way we offer convenience to our members."

To celebrate the opening of its 1,000th club, Anytime Fitness is offering special deals for new membership at all participating clubs the week of February 9th-15th. Among the deals being offered are reduced enrollment fees, free tanning and personal training sessions and one month free with a 12-month membership.

Visit anytimefitness.com for more information today!

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Rules to live by



Neck Up, Neck Down rule - This general rule of thumb lets the location of your symptoms determine whether exercise is OK or might make your cold worse.

Neck Up - If your cold symptoms consist of sniffing, a runny nose, sneezing or head congestion, a mild work out will not likely exacerbate your condition. Be sure to adapt your routine to allow for a shorter, less intense workout and stop if you lose your breath easily.

Neck Down - If symptoms include chest congestion, cough or fever, complete rest is recommended until conditions clear up. Chest pain could mean there is inflamed tissue in the lungs, which can worsen with activity.

SICK DAYS

Know when to hit the gym...
and when to stay in bed

Whether you're battling a case of the sniffles or holding back the torrent of a full-blown cold or flu, staying healthy and getting proper rest and fluids should be a priority. But if you're not at death's door, should you press the pause button on your workout routine, or could exercise help your body battle the virus within?

Actually, only a handful of studies on the effects of exercise on cold and flu prevention and recuperation have been conducted, leaving experts in health and fitness split on the benefits and risks.

Some claim the benefits of physical activity to the immune system will certainly help prevent the onset of sickness, while one study says exercise has little or no effect on how long you are stricken with the flu or a nasty cold.

Still others report that keeping your personal gym appointment is most likely to have the biggest impact on how you feel throughout your illness, boosting your mood, lessening aggravation at symptoms and improving overall sleep habits.

But when you consider the risk of taking your cold to the gym and potentially infecting fellow members, or becoming infected by the person panting heartily next to you in the cardio section, the issue becomes murky at best.

WORKING THROUGH A COLD: PROS AND CONS

It may be a good idea to hold off on working out when you're sick to give your body the time it needs to recover from illness, suggests Michael Cannon, M.D., clinical assistant professor of family and community medicine at Saint Louis University. "Think of a bout of exercise as another stress on the body, such as working longer hours, not getting enough sleep or not eating correctly," says Cannon, who is also a sports medicine specialist.

"We know that exercising when you have an infection can complicate your recovery. In contrast,



there is no proven health gain by exercising while you are ill." Let the severity of your symptoms be your guide, and tailor your workout routine accordingly, advises Peggy Peck, Executive Editor of online medical news service MedPage Today. "If (you're) struggling to breathe, a 5K run is probably not a good idea," Peck adds.

A study published in the journal *Medicine & Science in Sports & Exercise*, and noted by New York Times reporter Gina Kolata in a 2008 story, found cold viruses have no effect on lung function or a person's ability to exercise but may lessen the severity of symptoms.

Questionnaires completed by the participants at regular intervals revealed that exercise seemed to have the most profound impact on the alleviation of symptoms. "People said they felt OK and, in some cases, they actually felt better," Leonard Kaminsky, the exercise physiologist at Ball State University who conducted the experiment, told the Times. The researcher concluded exercise may be beneficial for people whose symptoms are contained to runny noses and sneezing, but was reluctant to offer the same advice to people with chest congestion or more severe, below-the-neck symptoms.

DON'T EXERCISE WITH A FEVER

Working out while you have the flu presents a completely different set of challenges and is not recommended, says Cannon. One of the biggest differences between a common cold and the flu is having a fever. Think of boiling water to sterilize an item like a baby bottle or pacifier—the heat kills germs. That's similar to what happens when you run a high temperature. Your body is

cranking up the heat to a level that is uncomfortable, or potentially deadly, to the dangerous virus that has set up shop inside it.

Unfortunately, fevers come with a lot of undesirable side effects, such as headaches, chills and dehydration. And exercise may worsen these. "If you are running a temperature of more than 100 degrees, don't exercise," warns Cannon. "Fever burns up body fluids and you lose extra water and fluids from your skin, lungs and digestive track if it is infected with germs." The sweat a good workout typically provides is more fluid loss, and flu sufferers generally experience decreased thirst, even as water levels reach dangerously low levels, Cannon adds.

A bit of good news for fitness buffs—one study reports being physically fit will prevent the likelihood of your dying from the flu, Peck says. This is because people who regularly work out have better cardiovascular health, which reduces the odds of experiencing fatal complications while infected.

UNDERSTAND YOUR LIMITATIONS

Most experts agree, if you are suffering from a cold it is wise to at least modify your exercise regimen temporarily by working out less or less intensely. If you can't sit out the entire lifespan of a cold bug, Cannon suggests starting at 50 percent to 75 percent of the length and intensity of your normal activity and slowing building back up to the original amount. Monitor your symptoms and stress levels before and after the workout to see if you need to cut back even more. "Let your gut be your guide," Cannon adds.

"Let the severity of your symptoms be your guide, and tailor your workout routine accordingly."

- Peggy Peck, Executive Editor of online medical news service MedPage Today

Tips for being germ-free at the gym

SEEK OUT A BLEACH-BASED DISINFECTANT. Most gyms likely have spray or foam for this and recommend you use it before and after a workout. Be sure to rub all surfaces that may have been touched or coughed on.

DON'T SHARE WATER BOTTLES, TOWELS OR GEAR. Sharing is an act of kindness, but not when you're indirectly swapping bodily fluids at the peak of cold season.

CONTAIN THE COUGH. If you're on the treadmill and can't contain a cough, use your elbow or shoulder to cover your mouth instead of your hand.

DON'T MAKE ANY BUSINESS DEALS. Or at least skip the firm handshake if you do.

WIPE IT UP, WIPE IT DOWN. It may be a hassle to wipe down equipment or watchdog yourself for tiny spit flecks, but disinfecting before and after each separate activity is the only way to be sure things are clean for you AND the next person who uses the same equipment.

SANITIZE YOURSELF. Carry a hand sanitizer with you and use it between machines for added immunity boost, says Donna Duburg, assistant professor of clinical laboratory science at Saint Louis University.

LIMIT FACE TIME. Try not to touch your T-zone—your eyes, nose and mouth—the places germs can enter the body, Duburg adds.



HITTING THE WALL

Do you need to spring clean your fitness routine?

Jill Coleman, fitness coordinator for Wake Forest University. That time period is even shorter for people at advanced level of training. Jeremy Frey, strength and conditioning coach at Cornell College Iowa and sponsored powerlifter for Elite Fitness Systems, recommends people at this level consider changing accessory activities every two to four weeks.

Not incorporating novel activities on a regular basis could keep you at the same fitness level, and likely with the same physique, for years—no matter how impressive or intense your initial plan is. “Without changing the stress, your body will not gain, improve or evolve,” Frey says. Before you begin a total makeover, you’ll want to make sure you keep some core basic exercises in your weight routine like barbell squats, lunges, push-ups, pull-ups, bench and shoulder presses and dips. You can add other fun activities around these basics for a sensible change up.

There are a lot of different ways to go about mixing up your workout. Sign up for a new fitness class, or ask a trainer to show you the proper form for using a machine you’ve never tried, suggests Hannah Johnson, owner of Total Body Turnaround and powerlifter on Team Elite FTS. Just try something new! Changing your cardio routine can mean going from a treadmill to outdoor running, taking an interesting class you’ve been wondering about, trying a sport like swimming or racquetball or simply moving from an elliptical machine to a stationary bike, says Theresa L. Rowe, fitness professional and author of the book *Shaped by Faith: 10 Secrets to Strengthening Your Body & Soul*. Be sure to give time for stretching and flexibility training, she adds. If you want to amp up your weight training, switch from machines to free weights, which offer a more natural range of motion and can work a combination of muscle groups at the same time.

For fitness junkies reluctant to ditch the routine they’ve created altogether, experts suggest doing more repetitions of a slightly lower weight for endurance goals, or fewer reps at a higher resistance level for strength. “To see changes, exercise must be intense,” Coleman says, suggesting weights heavy enough to induce failure by the end of the set.

You go to the gym three times a week, sweat it out doing cardio and weights but aren’t noticing a difference in your weight, muscle tone or strength. What gives? It’s simple—you’ve hit the wall, reached a plateau, and the benefits you used to see and measure have become negligible.

Thank the human body and its amazing ability to adapt to new activities. Your brain became accustomed to your workout routine and is now executing the steps perfectly without putting any energy (read: calories) into it. Think back to when you first learned to drive a car—the excitement, the rush of being behind the wheel—and compare that to driving now. Odds are, your approach to driving is much more automatic and a little more mindless. Your brain is bored so it goes into auto pilot, whether you’re driving or working out at the gym.

The trick to getting consistent results is to keep your brain guessing as to what your next move will be. “By switching up the workout, we will keep our bodies confused and we will continue to make progress,” says Brian Weger, a health coach for Houston’s Kelsey-Seybold Clinic. “Changing your routine can be as simple as changing the number of sets, repetitions, or even rest time in between sets.” If you’re being consistent with your workouts, you may experience a leveling off of results within the first three to six months, says

“Changing your routine can be as simple as changing the number of sets, repetitions, or even rest time in between sets.”

- Brian Weger, health coach for Houston’s Kelsey-Seybold Clinic



Change your tired regimen... Today!

If you know you've reached a plateau using your current workout plan but haven't yet drafted a new approach, experts offer these tips to get you back on the fitness track.

- Get sporty! Incorporate a new exercise into your routine that’s sports-specific, like kick-boxing work with a bag, to really add in cardio and work the core and legs, advises trainer Hannah Johnson, owner of Total Body Turnaround and powerlifter on Team Elite FTS.
- If you are trying to lose weight and inches, do most of your cardio before weights, says Brian Weger, a health coach for Houston’s Kelsey-Seybold Clinic. To change things up, do weights before cardio one day then switch for your next session.
- Add more weight and lower the number of reps until you feel you’re working hard again, or add more reps and drop the weight to increase endurance
- Work the same muscle group with a new exercise. Sit-ups, for example, can be done in 100 different ways, stimulating slightly different ab muscles.
- Change the speed of your workout. Slowing things down makes muscles work much harder, says New York City trainer Ariane Hundt.
- Group fitness classes are a great way to change things up, according to Wake Forest University fitness coordinator Jill Coleman. Pick a new class every 3 months and commit to going two or three times a week.
- Consider a switch from machine exercises to free weight exercises. Free weights force the body to use many more muscle groups as stabilizers and in turn burn more calories and include an element of functional training, Coleman adds.
- See where you can change your diet for the better, making sure to get protein in every meal for building muscles, advises Jeremy Frey, strength and conditioning coach at Cornell College Iowa and sponsored powerlifter for Elite Fitness Systems. Cut back on carbs toward the end of the day, including fruit, unless you need quick energy after a workout. “Keep room in your diet for the occasional bad food,” he adds. “This will help keep cravings down.”

Personal training tips for a shoestring budget

- When working out in the gym, notice the moves trainers show their clients and try them out on your own. “Don’t hesitate to ask trainers. It’s their job, and they’ll be happy to show you what to do,” says New York City personal trainer and nutritionist Ariane Hundt. “You are by no means obligated to sign up for a session with them, so don’t be shy and ask.”
- Pick the brain of your fittest friend, and learn new moves. Who’s your fitness role model? Find out how they got lean and strong, and apply their principles to your own routine.
- If you want some detailed advice and perhaps a workout overhaul, you (may) need to pay for one session with a trainer to get set up with a new workout,” suggests Jill Coleman, fitness coordinator at Wake Forest University. “Or you can find a gym regular who looks approachable and has the dedication and physique you admire, and ask them for advice.”
- Most gyms also offer a group (training) rate,” advises Theresa L. Rowe, fitness professional and author of the book *Shaped by Faith: 10 Secrets to Strengthening Your Body & Soul*. “Enlist a few friends and sign up for a week of working out with a personal trainer together.”



Fiber Facts

Where is Fiber? Legumes (beans and peas) pack the most punch, with nearly one-third your daily recommended amount per serving. Also good are dark, leafy greens, broccoli, nuts as well as fruits and root vegetables with edible skins. Anything with chewy skins, stringy fibers or a naturally coarse, rough or seedy texture is likely to contain fiber.

Where isn't there Fiber? You won't find much fiber in meats, dairy products or processed grains that have been bleached or refined and then enriched (non-whole wheat bread, for example). You're also missing out if you prefer apple juice to apples, or mashed potatoes to baked potatoes, as fiber is found in skins and pulp.

Fiber Superstars - If you're a Fiber 101 flunky, all hope is not lost. Here are some quick things you can add to your grocery list to incorporate more fiber-rich meals or snacks into your day:

- **Apples:** 3-4 grams of fiber
- **Black beans:** Up to 10 grams
- **Almonds:** 4 grams
- **Dried fruit:** (varies)
- **Pumpkins seeds:** 4 grams
- **Sweet potato:** 4-6 grams of fiber
- **All Bran Extra Fiber or Fiber One cereals:** 13 grams per half cup. Sprinkle on your favorite cold or hot cereal, yogurt or fruit salad, bake into muffins or add to other baked goods.
- **Broccoli, turnip greens, brussel sprouts and other veggies:** 5 grams of fiber per cup
- **Raspberries:** 8 grams per cup (Other berries contain 4-5 grams per cup)
- **Oatmeal with 1 ounce of nuts:** 6 grams
- **Whole grain pastas and brown rice:** (varies).

FIBER

The weight loss and heart health secret you may not know

If you're looking to kick-start your diet, or just put a bit more spring in your step, you're going to want to make sure you're well-versed in Fiber 101. Fiber isn't just something you drink out of a glass. It's a little more complex and complete than eating a bran muffin for breakfast. You'll find high fiber levels in beans and peas, nuts, seeds broccoli, whole grains and a variety of fruits.

When you eat these foods you may notice they help you feel fuller for longer periods of time, which reduces your appetite and consumption. They also aid heart, colon and bowel health and reduce levels of bad cholesterol. Most health organizations recommend you get as much as 20 to 30 grams of fiber each day, depending on your age and gender. The American Heart Association reports the average person gets about only 15 grams into his or her daily diet, though some people may get as little as 5 grams a day, according to

Jamie Pope, instructor at Vanderbilt University's School of Nursing.

Why so little?

"I like to think of this as the 'Wonder bread' syndrome," says Susan Kasik-Miller, a clinical dietitian at Sacred Heart Hospital in Wisconsin.



sin. "Many of the foods we eat everyday are processed and do not contain the fiber that was (originally) there."

Another reason is simply a lack of awareness about fiber. People have been trained to read labels for sugar and fat content but may not be as tuned in to fiber amounts, according to Deborah Enos, certified nutritionist and author of *Weight a Minute! Transform your health in 60 Seconds a Day*. Americans may not know how much fiber is recommended for their gender and age, and may not even be aware of where to find it in everyday food items.

Items high in insoluble fiber—including dark, leafy greens, fruits with skins, whole grains and seeds—are not absorbed by the body for energy. Referred to as "roughage," these foods make it intact all the way to your intestines, where they help balance acid levels for more efficient digestion. Soluble fiber—found in oats, peas, apples, oranges and carrots—ferments in the large intestine, where it aids nutrient absorption, Pope says. It binds with fatty acids and bad cholesterol and takes them along for the ride as it leaves your body.

This kind of fiber also increases the amount of time your stomach's hatch stays open, allowing for more rapid disposal of sugars. That's why a diet rich in soluble fibers is especially recommended for diabetics.

Getting more fiber can be as simple as making a few healthy choices. Enos recommends switching animal protein for one meal with beans or lentils. Kasik-Miller suggests starting your day with oatmeal or whole grain cereal, trying a bean burrito on a whole wheat tortilla and vegetable soup for lunch. For dinner, pair a meat entrée with a baked potato (making sure to eat the skin) or brown rice pilaf. These selections are sure to not only boost your intake but your overall health results.

Most Americans receive up to 17 grams of fiber a day - nearly half the amount recommended by the National Academy of Sciences Institute of Medicine.



Tips for sneaking more fiber into your diet:

- 1. Consume whole fruits and vegetables instead of juice.** The peels and "meat" of apples and the white pith on oranges are rich sources of fiber, as are potato skins.
- 2. Cut back on refined foods.** "Enriched flour" means the product was originally impoverished. In many refined foods, the fiber-containing parts have been removed.
- 3. Snack on dried fruits, such as apricots, figs, prunes, and raisins.**
- 4. Use whole grains instead of white.** White bread and white rice have had the fiber processed out of them. Instead use bread made with whole wheat flour, whole grain cereals that contain wheat bran or oat bran or whole grain cornmeal. Use brown or wild rice instead of white.



- 5. Be a bean freak.** Nearly all varieties of beans are a rich source of fiber, especially kidney beans, which can be served in many forms, such as in salads, soups, bean burritos, or chili.
- 6. Dip it.** A chickpea dip (i.e. hummus) is nutritious and fiber-rich.
- 7. Choose a high-fiber cereal.** If you find that high-fiber cereals are not the most palatable, try mixing a couple of tablespoons of All-Bran or psyllium husks with your favorite cereal to boost the fiber content.
- 8. Choose your lettuce wisely.** Iceberg lettuce is useless as a source of fiber and any other nutrients. Spinach and romaine lettuce are healthier choices.

- AskDrSears.com



Improving your mood through the senses

Sight: Light candles to soften a room; wear brightly colored clothing—red and orange—to energize, or muted blues and greens to soothe.

Sound: Create a calming playlist for your iPod, or make a CD of meditative music; get a small fountain to be enjoyed in quiet areas or at work.

Touch: Spend time in nature and enjoy the feel of grass underfoot, sun and wind on your skin or the texture of plants and stones around you; buy an inexpensive item of clothing that appeals to your sense of touch—something soft, silky or luxurious.

Smell: Aromatherapy can improve your overall sense of well-being. Scents like citrus, mints or eucalyptus invigorate, while lavender and floral smells tend to calm. Use a small spray bottle of rose water in your car when you feel agitated.

—Theresa Rose, "Opening the Kimono: A Woman's Intimate Journey Through Life's Biggest Challenges"

You don't feel like getting out of bed in the morning, let alone interacting with the rest of the world. Maybe you don't like your job or don't feel fulfilled in your personal life. Whatever the scenario, your mood could probably use a good polishing.

But feeling better is no small feat, especially when you've been down in the dumps for longer than just a week or two. Improving your mood could involve making positive changes to your appearance, living condition or even mental health.

BREAK OUT

Perhaps the simplest way to shake the blues is to do something fun or comforting that takes you "out of your head" and connects you with your physical environment. Taking a walk, reading a good book or getting out of the house all offer chances to engage differ-

IMPROVE YOUR MOOD

...and learn to **have more good days** than bad!

ently with the world around you, says Shara Sand, licensed New York psychologist and assistant professor of Psychology at LaGuardia Community College in Queens.

"Engaging in an activity that is enjoyable or comforting

can help one engage with the environment and focus on the external world rather than the internal one," Sand adds.

Dr. Ronald Stram, founder & CEO of The Center for Integrative Health and Healing in New York, recommends

Smart Tip: Green houseplants and full-spectrum lights can help lift spirits and chase away the winter doldrums.

yoga for people who want their mind, body and spirit to harmonize. That, and other forms of meditation, can create a "thoughtless awareness" of physical sensations and mental activities that improve sleep and reduce the impact of daily stress, Stram says.

Another way to channel happiness from the outside in is exhibiting self-care through relaxation and pampering. Getting a massage or haircut and improving your look and appearance could help reinforce feelings of love and support—from you, to you.

CHECK YOUR HEAD

Mood is largely a mental state, and how good you feel about your life and self-worth has to do with how you see yourself in your mind's eye, according to Lynda Bishop, a professional certified coach who practices in Phoenix.

"The most common reason for a mood slump is a loss of positive perspective," she says. "It's the underlying doubt and

fear rising to the surface and focusing our thoughts on what is not working as well as we'd like, or bringing what we do not have into our center of focus."

Instead, Bishops suggests people train their focus on what they do have in their lives. Gratitude is a key component of happiness, experts suggest, and thinking about what you are grateful for can work wonders on your overall perspective.

Another way to direct your thoughts in a positive direction is to summon up good memories and feelings. Often, people associate certain memories with their moods, Sand says. If a person feels sad, he or she may be reminded of past incidents of sadness. While this can create feelings of being overwhelmed, this tendency can also help us rise out of the occasional slump.

Simply think of enjoyable memories and try to use those to trigger other pleasant times, Sand advises. You may notice your brain switching to a more positive mindset.

GETTING HELP

There may be no better long-term method of preventing emotional setbacks than exploring their roots and addressing the fear and anxiety behind them. Getting to know yourself, your motivations and what works for you will help you develop coping skills to get through hard times, advise psychologists Donna F. LaMar, PhD and Dorothy E. Laney, MA, founders of The Farm: Where Living Things Grow, Inc.

"(Solutions) that take care of the whole person in a healthy, realistic manner are the methods that have the most long-term, lasting effects," they suggest.

Counseling, in a group or one-on-one setting, can help you identify deep, underlying causes of unhappiness and help you determine whether you're dealing with something more serious than a bad mood, such as depression or borderline personality disorder.

Blues busters

Incorporating one or two of these small exercises into your day can help you relax and reflect in peace then get on with your life.

1. Go for a short walk to blow off steam, ponder your next move or for a change of scenery. Surround yourself with nature.
2. Find a peaceful place to be alone with your thoughts, like a meditation corner, bath or quiet reading spot, and make it a personal retreat.
3. Consider purchasing a CD or tape of guided meditation for moments when you don't want to be alone with your thoughts.
4. Focus on your external world. Clean house, literally, or do a project you've been putting off. It will distract you from a dangerous mood and put you in a solutions based frame of mind.
5. Keep a journal of thoughts, reminders or personal affirmations. You may look back and see recurring problems that need work or find examples of how you overcame a setback.
6. Spend time caring for something—start a garden or spend time with animals.
7. Concentrate on improving your diet/nutrition. Experiment with less caffeine, sugar or alcohol, and get enough hydration and rest.



TAKIN' IT TO THE STREETS

Now, more than ever, Americans demand fashions that can pull double duty at the gym and in public

As people come to understand and embrace the importance of healthy living and being active every day, they are looking for attire that wears well at the gym but can be fashionably worn out on the town all year round.

The demand for clothes that serve both purposes is growing at an astounding rate. In 2007, specialty and department stores nationwide sold \$43.7 billion in sports apparel, which accounted for 22.8 percent of the overall clothing market. Those figures show a 5.6 percent sales increase from 2005—a 40 percent faster rate of increase than overall apparel sales, reports investment banking firm The Mercanti Group in its monthly research report, the Mercanti Chronicle.

“The steady growth of athletic-style clothing has forced clothing designers to change the direction of their overall lines to include a broader selection of sports-inspired looks,” says Mercanti banker Eric Coonrod, who authored the report. “Consumers are demanding sports apparel and sporting accessories that possess a blend of fashion, function and performance.”

To answer the demand for versatile apparel that can be worn both at the gym and while out on the town, some sports cloth-

ing manufacturers have partnered with fashion-minded apparel designers. Footwear and athletic apparel giant Converse recently hired world-renown designer John Varvatos to create a line of products that would reinvigorate the classic label.

Other sports lines have sought endorsement from a number of celebrities, even those exactly known for any special athletic prowess, like actresses Scarlett Johansson and Eva Longoria, who signed deals with Reebok and Bebe Sport, respectively. Famed designer Stella McCartney paired with Adidas in 2004 to create a line of products with “crossover” appeal and is still penning new designs for a wide range of outerwear, including yoga pants, tennis gear and winter clothes.

In fact, more people are wearing athletic apparel regardless of whether they regularly work out. Wearing sports clothes outside the gym speaks to America’s love of comfort, versatility and durability. As the quality of materials, like cotton, continues to improve with technological gains in fiber manufacturing, people are coming to expect to find luxurious and easy-to-maintain wherever they go.

And the market is sure not to disappoint.



Gym styles— Things to look for

- Clothes that are neither too tight-fitting or too baggy.
- Shirts that let you perform the full range of motion your workout requires.
- Clothes with pockets and zippers that let you carry an MP3 player at the gym or keys when you're out running errands.
- If you are toned and fit, tighter clothes and tank tops are a good pick as long as the look is simple and clean.
- Light layers that you let you add a jacket to your gym wear for practical use in public.
- Gym clothes that coordinate two or three solid or earth-toned colors, no more.
- Modern styles in materials that are low-maintenance and easy to wash and wear.
- Eco-friendly clothing made from natural and organic fibers are on the upswing.



Top 5 things to be without at the gym

- Inadequate footwear- To workout safely, you need to have athletic shoes that support your feet and arches. Do a little research to find the shoe that fits your workout.
- Black socks- No one will throw you out of a club for being a fashion victim but white socks with black socks and shorts are a major don't.
- Too much jewelry- Not only is it ostentatious to wear gold chains and rings with sweats or spandex, it's a danger. Necklaces or bracelets could get caught in equipment and rings can cut off circulation if increased blood flow causes your hands to expand.
- Age-inappropriate attire- Youth is wasted on the young, but flirty short shorts with messages across the backside are wasted when they're being worn by someone over 50. Even if you have an amazing physique, you may come across as silly and vain in clothes designed for someone two generations younger.

***Smart Tip:** When it comes to choosing the right sports bra, don't worry about looks. Instead, consider comfort first and be sure to run in place when trying on different styles to get just the right amount of support.*



Dog-Friendliest Cities in North America

1. Boston, MA
2. Vancouver, B.C.
3. New York City, NY
4. San Francisco, CA
5. Austin, TX
6. Portland, OR
7. Washington D.C.
8. Orlando, FL
9. San Diego, CA
10. Dallas/ Fort Worth, TX

- DogFriendly.com

WHERE DOGS RULE

How to Travel with your Pets

Each year millions of Americans ditch the idea of paying for costly kennels or making arrangements with friends and dog-sitting services and decide to bring Fido or Fifi along on the family vacation. Coordinating hotel stays and finding a route that will net the best results for both human and animal travelers can be a cumbersome task, but the benefits of including a dog are innumerable—more companionship and activity, easier interaction with locals and less separation anxiety, to name a few.

Thanks to the power of the Internet, planning a dog-

friendly vacation is easier than ever. People looking for hotels that welcome guests of the four-legged variety or cities with a lot of activities for people and pets can check any number of Web sites for up-to-date information on venues and attractions nationwide. At DogFriendly.com, for example, pet owners can browse listings of cities they might want to visit with their pets and look for accommodations, beaches, campgrounds and other attractions that allow dogs. Other articles on the Web site give tips for traveling with a pet by car or plane and give laws

and requirements for travel.

The Web speaks to the continually growing demand in America to incorporate pets into the family vacation. As many as 29 million people each year travel with pets, reports Len Kain, who founded DogFriendly.com. Right now, the trend seems to be on the upswing. "It is more common in stressful economic times as people travel closer to home rather than long air flights, so it is especially popular in the current environment," Kain adds.

Another reason more families are considering dog-friendly vacations has to do with



Fun Fact: There are approximately 68,000,000 dogs owned in the United States.

- American Pet Products Manufacturers Association

Top 5 Places Canines Reign Supreme

Montana- At the Resort at Paws Up in Greenough, Wine and Bitch weekend in April bills itself as a luxury vacation for you and your best canine friend. The weekend includes gourmet treats (for dogs and for humans), spa treatments, a fashion show and dog parade. www.wineandbitch.com

California- The Coronado Surfing Academy in San Diego offers adventure enthusiasts the Su'ruff Camp Package, which entitles one lucky canine to a surfing lesson, a Surf n' Turf meal, surfing guide and board shorts or bandana. The academy also holds an annual dog surfing championship. www.coronadosurfing.com

Los Angeles Sky Bark is a ritzy late-night club that lets owners bring in their dogs, in a red-carpet fashion, to rub paws with the city's most pampered pets. The club hosts events, including a kickoff to the Westminster Dog Show each year. www.skybark.com

Colorado- The Little Nell, Aspen's only five-star hotel, has a pet package that includes a dog bed, chrome bowl, treats and a "Petiquette" guide with lists of dog-friendly activities and services available throughout the stay. www.thelittlenell.com

New York-The Hotel Pennsylvania in New York City has its own Skybark NYC event centered around the Westminster Dog Show, which lets dog owners mix and mingle with pet psychics, fashionistas and celebrity dogs appearing in a fashion show to support the North Shore Animal League of America. www.skybark.com

- BringFido.com



changing attitudes toward pets and family, according to Melissa Halliburton, founder of pet travel site BringFido.com. A lot more people are treating their pets with the same respect and consideration they would have for their children, she says. Some people have decided to wait longer to have children but will keep pets in the years before.

"People might have their dog 10 years before they have their kids," Halliburton adds. Others may be "empty nest-

ers"—people whose children have left the home—who still want to lavish love and affection on another being and find pet ownership the best way to achieve that. The greater the demand for services and accommodations for pets, the more the market will respond, offering pet owners more and more options for bringing a cat or dog with them on vacation.

At BringFido.com, users can search for pet-related events and

attractions by state and book hotel rooms for themselves and their animal companions through Travelocity. The information on the Web site came from a year of in-depth research and interviews with thousands of hotel chains and restaurants across the country, Halliburton says. Three years

In 2002, 78% of pet travelers said they brought a dog.

- Travel Industry Association of America

later, the site features user forums on topics related to travel and pet-friendly destinations.

The popularity of sites like BringFido.com and PetFriendly.com will only continue to grow as more and more destinations open their doors to families with pets and pet owners become aware of the many options for lodging and entertainment they have, according to Kain. "Probably the number one misconception about

bringing a pet on vacation is the thought that you can't do many things with your pet," he says. "We have been able to tour many cities, see many sites, visit all kinds of parks and beaches and eat out at many fancy places with our dogs."

The benefits of bringing a dog with you on a trip are great, Kain says. You don't have to worry about the care he or she is receiving at home, and don't have to feel like you may be vacationing without your better half. Traveling with a dog is also more likely to keep

you outdoors and engaged in physical activity. You may also find it easier to start conversations with locals when you've got a canine cutie by your side. Often they will offer recommendations for restaurants and attractions you can visit with a dog. But the biggest benefit of all may be enjoying a family vacation with the whole family, Halliburton says. "If you consider your dog a part of the family, it's not really a vacation without him."

Tips for Traveling with Your Pet

1. Look at pet travel sites online, such as DogFriendly.com, BringFido.com or petswelcome.com. Find cities, hotels, activities and attractions or read articles on related topics. Browse by city, state or hotel chain to plan your entire trip.

2. When you arrive at your destination, before you enter a hotel, walk with your dog around the block to calm them down, suggests Melissa Halliburton, dog owner and founder of travel Web site BringFido.com.

3. Bring along your dog's bed, blanket or toys so he or she can enjoy the comforting smells of home on the road.

4. Think about bringing bottled water, Halliburton adds, as some dogs have stomach problems when exposed to many different kinds and treatments of tap water while traveling.

