

July 2010

NEWSLETTER

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FROM THE STUDIO!

I cannot believe that we are in July already! The weather has been fabulous if a little too hot in the studio at times, but I think you may agree that it is better that way than too cold!

Yet again, thank you all for your commitment to the studio and the classes you choose to participate in. We at the studio are very passionate about teaching and delivering a first class service to you as our customers.

I have developed a business statement that I hope will help you to understand where the studio sits in our beliefs, values and commitments to you, our members.

Business Philosophy The Studio

Everything we do at The Studio is underpinned by 3 **DISCIPLINES** and these are:

COMPETENCE – The Studio **focuses** on upgrading our core skills in the workplace constantly, to ensure our members receive **competent** training and advice at all times.

CONFIDENCE – The Studio **focuses** on encouraging all our members to build their **confidence** gradually, through ensuring each person works safely and effectively on their Pilates training at all times.

RESULTS – The Studio **focuses** on understanding the needs or desired outcomes of all our members individually, and with that understanding we can ensure **results** for them and, in turn, The Studio. This allows our clients to grow and develop and The Studio to grow and develop together.

Our business equation is:

**COMPETENCE + CONFIDENCE
= RESULTS**

TIMETABLE JULY 26TH – AUGUST 22ND 2010

The 7 week course you are currently on ends on Sunday 25th July and whilst I know that many of you will be away over the summer period and unable to attend classes at the studio, I am also aware that others of you have requested classes throughout August. Below is our new summer timetable, running from Monday 26th July to Sunday 22nd August.

SPECIAL 'SUMMER SIZZLER' OFFER

For just £30 for the 4 week timetable you can enjoy 2 classes a week of your choice. This equates to ONLY £3.75 a session.

To take advantage of this offer please let me have a cheque/cash with a list of the 2 classes you wish to book each week, by Monday 19th July. (Your class choices can differ one week from the next).

Please ensure I receive this information no later than Monday 19th of July otherwise it will be difficult for me to book people in to classes and organise instructors etc.

Those of you wanting to do the odd class here and there the cost will be £7.00 for Pilates and £5.00 all other classes. Booking and payment will still be required in advance by July 19th.

Why not jumpstart your body by trying a class you haven't participated in before? You may be pleasantly surprised!

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
09:45	Pilates: Mixed Ability	Body Alive	Balls to Exercise	Body Alive	Stretch & Chill	Improvers Bellydance: 'Arms that Charm!' 10-11:30am July 31 st Only	Pilates 10- 11:15am August 1 st Only
17:30	Pilates: Mixed Ability	Pilates: Mixed Ability	Body Alive	Body Conditioning		Intro to Bellydance 10-11:30am August 14 th Only	
18:45	Pilates: Intermediate - Advanced	Aerobics	Pilates: Mixed Ability	Pilates: Mixed Ability			

Belly Dancing

Sarah will be running 2 workshops during the 4-week block:

Improvers Bellydance Workshop: 'Arms that Charm!'

This workshop runs from 10-11:30am on Saturday July 31st and is open to those with at least 6 weeks experience of Bellydance. The workshop will first thoroughly warm up and mobilise the arms to help you to develop beautiful shapes and positions. We will then transition between them before adding hip movements.

Beginners Bellydance Workshop: 'Introduction to Bellydance'

This runs from 10-11:30am on Saturday August 14th and is for anyone who is new to Bellydance and really wants to try it out, or those who already dance and want to have fun going over the basic movements and putting them together in a short choreography.

Please book early as Bellydance is very popular! Each workshop is £10.

For those of you that would like to continue with Bellydance having trialled it, Sarah's new course runs from September 11th to October 23rd. This will run as a 7-week course. Beginners and Improvers are both welcome and catered for!

"...there was a time in history, a long time ago, when the bounce and sway of a woman's hips was considered so beautiful that they set it to music and made a dance out of it..." (ref: FCBD website)

Bellydance is a celebration of all that is earthy and feminine. It is graceful and elegant, and you **don't have to show your tummy!**

It is great for working the hips, buttocks, thighs, and stomach. Long-term benefits include: increased muscle tone, core strength, joint mobility and a growing affection for your body.

Posture Alignment Assessment

Special Offer for August: £20.00 for full postural assessment and list of corrective exercises

If you would like to have your posture assessed and be given an overview of where your muscle imbalances lie then please contact me.

Through out August I will be offering assessments which include taking a photograph of you from the front, back and side view. After developing and enlarging the photograph, I overlay with clear graph paper to give you a full view of which muscles are tight and which are over-lengthened. (This could be the reason for back pain etc)

After a discussion about the findings we can establish what is contributing to your posture type or alignment deviations.

Having this awareness usually heightens your consciousness about postural deviations and helps to correct them in quicker timescale; however included in this assessment is a list of corrective exercises designed personally for you to start to correct these alignment issues.

Email or call me to book your appointment.

Enjoy exercising outdoors

August offer: Personal Training with Dave £99.00 for 5 sessions

Divide this by two if two people exercise together for those 5 sessions.

One of the greatest ways to shed pounds and tone up!

Contact Dave on 07980 743171 or email davidwoodpt@aol.com

Web site www.davidwoodpt.com

Foot Notes:

I will be away from 7th to 18th July visiting my parents in Northern Cyprus. All the classes I teach will be covered by instructors from the Studio or by Jane Scott and Julie Harrison.

Jane works with me for Future Fit Training and is our Senior Technical Expert in Pilates, so there isn't much she doesn't know.

Julie has many years of experience in all kinds of disciplines and will bring you some great new ideas. Julie used to own Presidents Health Club, so some of you may already know her.

Please give them a generous welcome as contrary to belief as instructors, we get a bit nervous taking over someone else's classes.

Dave is contactable on 07980 743171 if anyone has a problem with anything studio-related.

New September Timetable will arrive to you via 'Newsletter Mid August'. The 7 week course, with some fresh classes on offer, start from the week commencing Monday 6th September.

Bookings will be required by August 30th. If you will be away and want a place please contact me before and I will arrange payment from you and consequently book you a place.

September is a very, very busy period so please do not miss out on your place.

Visit our website and check it regularly for updates, such as class timetable changes and cancellations.

www.donnanoll.co.uk