

LOAFC Owner Testimonials

Our franchisees represent a diverse group of individuals from many different backgrounds and business experiences. But all of our club owners share one thing in common: A drive to succeed at the business of making health and fitness a daily part of every woman's lifestyle. Below, two club owners share their stories of what being a business owner and a member of the Lady of America Franchise Corporation family means to them.

After a long career in the corporate world, Vita Zorbo, owner of a Ladies Workout Express in West Hempstead, NY, appreciates being in business for herself. Here she reflects on how owning a Ladies Workout Express has positively impacted her life.

“Thank you, Lady of America Franchise Corporation, for the opportunity to become a franchisee! I opened my club in November of 2003 and it's been a great ride. This business demands a lot of nurturing, but if there's one thing for sure, it's very rewarding. I wake up every morning eager to help make a difference in another woman's life, and I feel that I really do, even if it's just saying hello to one member or congratulating another on losing weight. Plus, at age 42, I am proud to say that I am in the best shape of my life! I really have to say that my life is full of exciting challenges and opportunities every day. It's exhilarating to be my own boss.

Having come from a hectic career in the corporate world and always having to answer to others, I now have the freedom of answering only to myself. I absolutely love the independence, empowerment and creativity involved in health and fitness. I would encourage any woman who is thinking about going into business for herself to take a close look at Lady of America. There is nothing more satisfying than being a woman who owns a business that helps make women's lives better.”

Richadene (Richie) Shaw has always known that she wanted to help others, but she was a newcomer to the fitness business when she opened her club with a partner in tiny Griffin, GA. When her partner had to leave abruptly, she found herself in charge, and learned with the help of others she could not only succeed, but excel. And, she also learned that she loved owning a fitness club!

“When my partner left only 20 months after we opened, there I was, going solo. I quickly surrounded myself with a group of dedicated, wonderful and fun people, and slowly I realized that I *could* run a business. At first I was so busy learning the ropes that I could barely find time for anything. But as time passed, I became more acquainted with my members and found that so many of them seemed to suffer from very low self-esteem. They desperately needed someone who just cared. My club has members from all walks of life; and I've found that everyone feels badly at times. Many times members will spend an hour just standing at the front desk and chatting with me and my staff. Then they'll leave with a smile on their face and they'll thank us for listening and caring. It's something so small but it means so much, and to me, that is what the business is all about. In return, I am blessed with a great group of women. We often talk about how well

EVERYONE gets along: Members, Instructors and Employees, and we always come to the conclusion that it's because we are all women with common experiences who can all help each other. Some days I do get tired, or maybe sometimes I haven't had the greatest day, and then I hear a member speaking to a potential member saying 'You're going to love it here, we're like one big family'. That's when I walk out of work with a smile on my face and know that I am doing the right thing with my life."