

Detroit Free Press

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MONDAY

MARCH 17, 2008 METRO FINAL

NEW BUSINESS | COACHMEFIT



Photos by ROMAN BLANQUIART/Detroit Free Press

CoachMeFit co-owner Derek DiGiovanni guides client Ilene Wolf through a workout routine last week. Derek and Kerrie DiGiovanni began CoachMeFit with a Small Business Administration loan.

PUMPING UP A FRANCHISE

Couple get loan, start personal fitness studio

BUILDING A BUSINESS



Follow Merrill Guerra and Cesar Nerys as they get their start-ups off the ground only at freep.com/buildingbiz

Starting today, the Free Press on most Mondays will feature questions and answers about new southeast Michigan businesses. Today's new business is CoachMeFit of Birmingham, co-owned by Kerrie DiGiovanni (right).



What do you do?

CoachMeFit provides personalized fitness training in a semi-private setting. Unlike many fitness centers where people are just members, at CoachMeFit people work one on one with a personal trainer to meet specific fitness goals.

Our clients represent all ages, levels of fitness and a variety of physical limitations. Young athletes who want to improve their game, the mother of the bride who wants to drop a dress size, as well as 90-year-olds who want to improve their mobility get training specific to their needs.

When did your business start?

We are just opening in Birming-

ham this month. We are the first and only franchise of the Ann Arbor studio which has been around for about 5 years but only recently started franchising their idea.

Who are the owners and employees?

My husband, Derek, and myself are the owners. We have one managing trainer and other trainers who will come on as more clients become available.

Where did you get the start-up money?

We received a Small Business

See FITNESS, 8A





DiGiovanni, a trainer certified by a national strength and conditioning group, coaches Wolf in Birmingham.

FITNESS | Couple start personal coaching studio

From Page 7A

Association loan.

What were you doing before this, and is this your first business start-up?

This is our first business.

Currently, I am a stay-at-home mom for our three children. Prior to this, I was an employee at Visteon Automotive. I held various positions there ranging from a manufacturing engineer to a sales account representative.

My husband is the head of the physical education department for Birmingham Public Schools. An NSCA-certified personal trainer, he has been teaching PE for 10 years and has been president of the Michigan Association for Health, Physical Education, Recreation and Dance.

What advice have you been given?

It seems like people always told us to hire great employees, so we have tried to surround ourselves with positive and energetic people. Our managing

trainer, who will run the studio during the day, not only has a very impressive personal training resume but a very inspiring and pleasant attitude.

What are your goals for the first two years?

Of course we would hope to be profitable, but we sincerely want to help people make a positive change in their lives. We want to be available to the people who just don't, won't or can't work out on their own.

How can people contact you?

Kerrie DiGiovanni and Derek DiGiovanni, 2125 Cole St., Birmingham, MI 48009. Phone: 248-646-4766. E-mail: Birmingham@coachmefit.com Web: www.coachmefit.com.

To nominate your new business — less than 6 months old — for this feature, contact business editor Randy Essex at ressex@freepress.com. The feature will emphasize small businesses, innovation and variety.