

THURSDAY
December 11, 2008

WEST BLOOMFIELD **Eccentric**

WINNERS OF STATE AND NATIONAL AWARDS OF EXCELLENCE



PHOTOS BY TOM HOFFMEYER | STAFF PHOTOGRAPHER

Farmington Hills resident Catherine Munaco recently opened Coach Me Fit gym in West Bloomfield.

Coach Me Fit bursts into action

Eccentric: Tell us about your business, including the types of services and/or products you feature.

Munaco: We are a private, personal training studio. We don't have any memberships — clients purchase packages of personal training sessions and then have access to our cardio equipment at no additional charge. We work with many types of clients to offer accountability and guidance in an exercise program.

Eccentric: What makes your business unique?

Munaco: The level of education of our trainers. It allows us to work with any type of limitation safely and effectively. Some of our current clients include seniors, pregnant women, and clients with a whiplash

COACH ME FIT

Business: CoachMeFit

Address: 5564 Drake

Owner: Catherine Munaco

Business opened: July 2008

Number of employees: 5

Business specialty: Personal fitness training

Hours of operation: By appointment seven days a week from 6 a.m. to 9 p.m.

Phone and Web site: 248-788-4727, coachmefit.com

Email address: wb@coachmefit.com

injury, knee pain, back pain, or rheumatoid arthritis. Our studio is also small and non-intimidating.
Eccentric: How did you first decide

to open your business?

Munaco: I wanted to be proactive in helping people stay healthy. Most people would list their health as a priority, yet our society makes it hard to act on that priority. Being a personal trainer allows me to help clients safely and effectively make exercise a regular part of their lifestyles.

Eccentric: How did you decide to locate in the greater West Bloomfield area?

Munaco: I grew up in Farmington Hills, so I knew the area well. People in this area are cultured and diverse. They deeply value family and therefore also health. It made sense to locate to a place that could embrace exercise as part of a lifestyle — not just a quick cure.