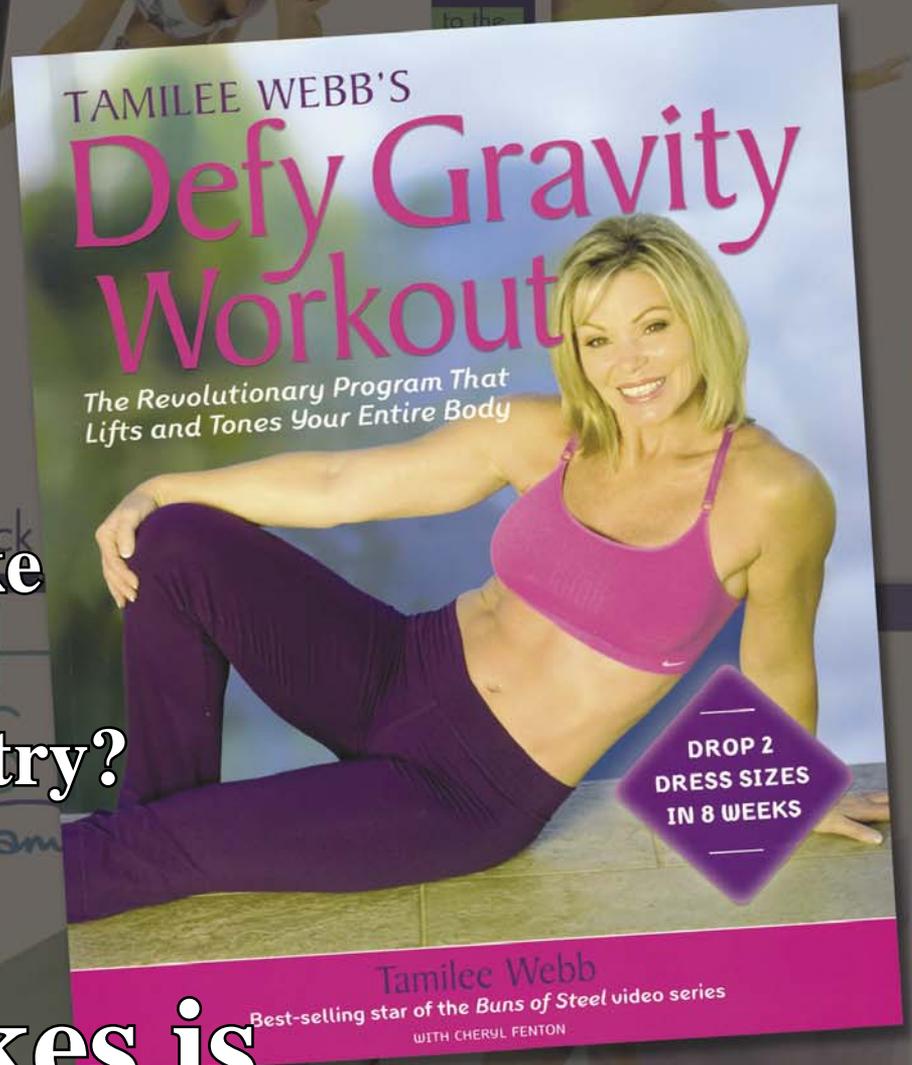


TAMILEE WEBB



Want to make it big in the fitness industry?

# All it takes is NERVES OF STEEL

*Buns of Steel's* Tamilee Webb shares the stories and strategies that took her from penniless fitness instructor to multimillion-dollar international fitness icon.

By Melinda Kaitcer

**A**s a fitness professional, it is one thing to have talent and passion for the work you have chosen — along with the kind of preparation, education, training and experience that leads to success in this highly competitive field. It is quite another thing, however, to get up on a conference table during a high-level meeting with a prospective publisher to demonstrate your exercises — and win a lucrative publishing contract to the shock and dismay of your seasoned agent. It is perhaps that elusive combination of preparation and unstoppable enthusiasm that created the multimillion-dollar career of fitness legend Tamilee Webb.

While she was in college, Webb discovered her knack for choreographing exercise routines, and after conducting informal classes on campus for her fellow students, she landed a part-time job as an instructor at a local fitness studio while she worked on her master's degree — one of the first master's programs in exercise science, now known as kinesiology. But it was when she volunteered in a hospital's physical therapy department that the light bulb came on to light the path to a very bright future for Tamilee Webb. In studying how effectively using rubber bands for rehab increased muscle strength and tone, Webb began incorporating rubber bands into her fitness routines at the studio where she still taught.

The trailhead of Tamilee Webb's true career path was perhaps the week she spent living in her car with her dog. She was working for a trial week at the famous Golden Door Spa in Escondido, California, to see if the staff and clients there would like her. They did. In the three years that followed, Webb choreographed workouts — many of them personalized fitness routines for celebrities and America's rich and famous — often while aboard the Vistafjord, working for the exclusive Golden Door at Sea. And in doing so, Webb made a name for herself, as well as some powerful connections that led to international business opportunities,

publishing contracts, video productions, television shows and superstar status of her own in a highly competitive industry.

Tamilee Webb says the keys to her success are really very simple — and she is glad to share them with \$1,000,000aire Blueprint's readers. Regardless of whether your dreams of success are in the fitness industry or other arenas of instructional video or television, we think her guiding principles probably apply just about anywhere that opportunity may be waiting just beyond the next unexpected connection.

#### **Tell us about that first big break — your job at the Golden Door.**

When someone told me there was a job opening at the Golden Door ([www.goldendoor.com](http://www.goldendoor.com)), I packed everything up and went to Escondido. I didn't have a place to live or any money, so I just lived in my car with my dog. When I applied for the job, they told me, "You have to work here for a week to see how the staff and guests like you; if they do, we'll hire you." I worked my heart out that week as fitness trainer to three or four guests. I watched the other instructors and sort of did what they did, and I already knew how to make a workout safe, effective and fun. So they hired me — for \$5 a class (remember it was 1983). That wasn't exactly what I had envisioned, but I told myself to "shut my mouth and take the job," because I realized it was a stepping-stone to where I wanted to go. I stayed there for three years, and it was the last job I ever had.

#### **What did you learn during those three years at the Golden Door that made it such a solid stepping-stone?**

One of the big perks of working at the Golden Door was the constant stream of influential people who came through there.

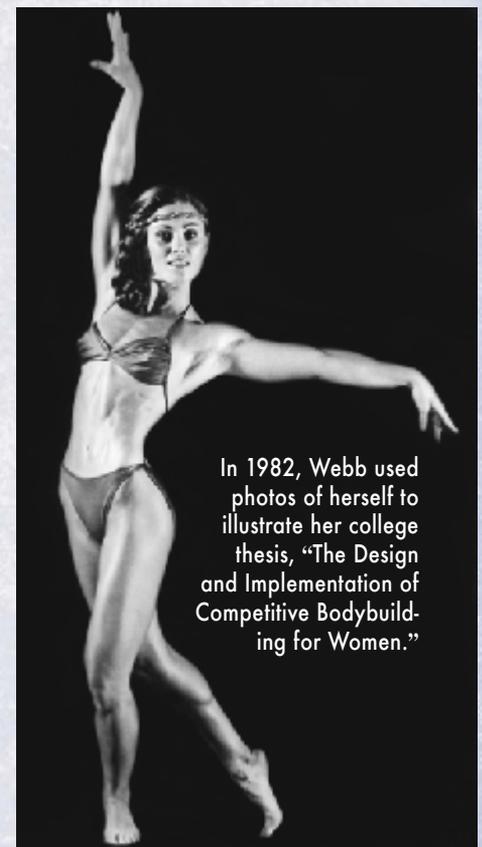
#### **What other opportunities came your way because of the Golden Door?**

The director, Dianne, suggested that I attend the IDEA Health and

Fitness Conference ([www.ideafit.com](http://www.ideafit.com)), so I went to get new ideas for my classes. They were also just starting to do things with rubber bands at that convention — and I had been working with that concept for a while by then. So I asked around and found out that you could apply to teach a class and show the other attendees what you're doing that is new or different or better. I submitted my application and résumé to the committee and was chosen to demonstrate my rubber band class. The exposure and connections I made while teaching at the IDEA conference brought countless and extremely valuable opportunities for years to come.

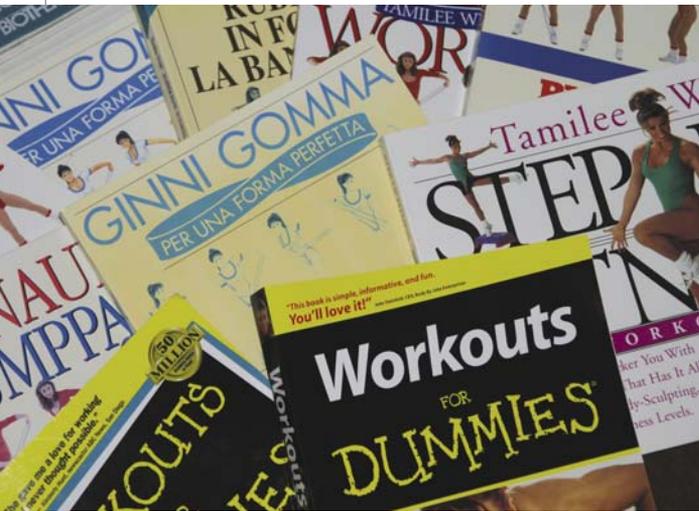
#### **Tell us about the Golden Door at Sea.**

First, it was an amazing opportunity to travel all over the world. (See the resource page for cruise lines that offer fitness programs and information about how to apply.) Two instructors at a time rotated to teach on the ship. We taught exercise classes on the ship twice daily. One of the partners I went with later



In 1982, Webb used photos of herself to illustrate her college thesis, "The Design and Implementation of Competitive Bodybuilding for Women."

Photo courtesy of Tamilee Webb



Webb has written many books about fitness.

used those routines to create what she called “Fitcamps,” and she asked me to join her staff. When we weren’t at the Golden Door or on the ship, we traveled all over the United States teaching Fitcamps on our own time.

#### **What plans, at that point, did you have for your rubber band workout?**

Once I had pretty much seen all the ship’s destinations, I began to stay on board during the guests’ shore excursions so that I could write down my rubber band routines and create what became the prototype for my “rubber band book.” I borrowed a Polaroid camera and asked friends on the ship to take pictures to illustrate the exercise techniques, and I glued these pictures into my manuscript. When I was finished, I had a huge stack of completed pages with the pictures glued into place.

#### **What did you hope to do with this manuscript?**

I really didn’t know what I was going to do with it. I guess I just knew I needed to have it all written down and photographed. Then, when I got back from the trip where I finished my rubber band book, one of the guests told me he thought my rubber band routine had some real potential. His wife was New York agent and publicist Ruth Clapper. I showed them my book, and she agreed to put together a proposal and send it out to seven publishers.

#### **Did you have any idea what to expect from that process?**

No, and I pretty much put it out of my mind. I was out of the country when I got a call from Ruth, saying, “We’ve got an interview with Workman Publishing Company ([www.workman.com](http://www.workman.com)). You’ve got to come back.” I remember saying to myself, “I’m not a writer. Why am I doing this?” But I flew back to New York

anyway. I remember Ruth telling me that we were meeting with the owner and the chief editor, and she said that it was very important to sell them on the idea in the meeting. So I put everything I had into that meeting.

#### **What did you do different or special during that meeting?**

I just let my excitement and enthusiasm for what I was doing bubble over. At one point, I was up on the table, showing them the exercise — and having them try it. I think Ruth was in total shock. And she was even more dumbfounded by the result. I remember her shaking her head in the elevator, incredulous, saying, “They’re already talking about when they’re going to get it out. They’re giving you an \$18,000 advance. That’s unheard of.”

#### **What was your deal with Ruth — and how did the book do?**

I got the \$18,000 advance and 60 percent of the royalties after it made back the advance, and Ruth got 40 percent. I had to go back to New York to work with the writer they hired to help develop and polish the manuscript. The book was released in 1986 and it’s just now out of print. The next thing I knew, I was being asked to go around the world and do rubber band workshops.

#### **How much did you charge to do these workshops?**

I really didn’t know what to charge for these workshops, so I just asked around. I called other instructors I respected and asked them. But the rule of thumb I always used was, “Give them a lower price the first time, just to get in the door, but tell them that I’m making them a deal — and if I did a really good job and they asked me back, my regular price would be higher.” I also decided to tell them that they had to pay for travel, hotel and food expenses. So, I’d always start by saying, “My price is \$800, but this first time I’ll do it for \$500; then, if you want me again, the price will be \$800.” They almost always agreed — and they almost always asked me back.

#### **What other opportunities came from your participation in the IDEA conferences?**

Clubs and organizations from all over the world started hiring me to come and teach their instructors. Sometimes these classes were 30 people; sometimes they were huge venues teaching 400 people.

#### **What was the most important thing you learned while promoting your book?**

When it was time to do the book tour, the publisher had me meet with a coach to learn “How to get your product across on TV in under three minutes.” (See the resource page for a list of personal coaches.) These coaching sessions were extremely valuable because they taught me to bridge — to smoothly connect whatever was being said right back to my product. I was going on local talk shows that most often had two hosts — and with two hosts and only three minutes, it is easy to get lost in the banter. I learned to stay focused and quickly bridge every comment back to selling my book. The more I did these interviews, the more I realized what worked and what didn’t in terms of getting my message out.

#### **Let’s talk about your first Buns of Steel video. How did that come about?**

In 1985, just after I presented my rubber band workout at the IDEA con-

ference in Chicago for the first time, a big guy came up to me and said, “I have a product for you. I produce rubber products for exercise.” Up until then, I had been using regular bands — the largest and thickest I could buy from the office supply store. His name was Steve Block, and from that moment on, he became my “rubber band man” — and provided all the bands for my book, classes and videos, and in turn, I became a spokesperson for his products. Above all, he became a dear friend who was like a brother to me for 25 years. He passed away suddenly at the beginning of this year. It was Block who recommended me for shooting *Buns of Steel*.

**Where did the first Buns of Steel workout originate — and where in the world did the name come from?**

The concept “Buns of Steel” was conceived in Alaska by a guy named Greg Smithey. Someone said he had “buns of steel,” and he shot a rough video of his class and called it simply his *Buns of Steel Video*. Smithey then gave his video to someone he knew to promote it. It found its way into a catalog, and then it wound up at the Maier group, owned by Howard Maier. At the time this was a small, up-and-coming publishing company just starting to do videos.

**How did you get involved?**

It was Steve Block’s good friend, Lee Spieker, who took the original *Buns of Steel* video to the Maier Group. I think in the beginning it was their concept to do several Buns videos and to use someone different for each one. I got involved when Lee Spieker recommended me for the third video, based on Steve’s recommendation. He reportedly told Maier that there was only one person who was right for this video — Tamilee Webb. “Have you seen her butt?” he supposedly said. “You have to shoot it.” So they all had a good laugh and flew me out. And sure enough, this “bubble butt” I had so long bemoaned became the ticket to my dream of making big-time exercise videos.

**It was your unique negotiation strategy that propelled you to celebrity status — tell us how you did that.**

I knew from asking around that I should expect to get a percentage of net sales. When Lee said, “All I can give you is 12 percent,” I said, “OK, but my name has to be on the cover, and the photo has to be of my body, because otherwise it is deceiving.” They were all over that, because it meant they didn’t have to hire a cover model. But I knew that if the video was successful, that kind of exposure would be invaluable.

**How long was it before you first saw how successful this video would be?**

When that video hit *Billboard*, it became number one within weeks — and then it quickly became a best seller.

**What happened next?**

The Maier Group called and said, “Now we want to shoot an *Abs of Steel* video,” and Lee offered me the same 12 percent. But I said, sticking to my rule, “This time I’ll need 20 percent.” And he agreed. Then they called again and wanted to do five more videos. Each of

these took off just like the first one did. At one time I had eight videos on the top of *Billboard*’s chart.

**What did you do to capitalize on this popular success?**

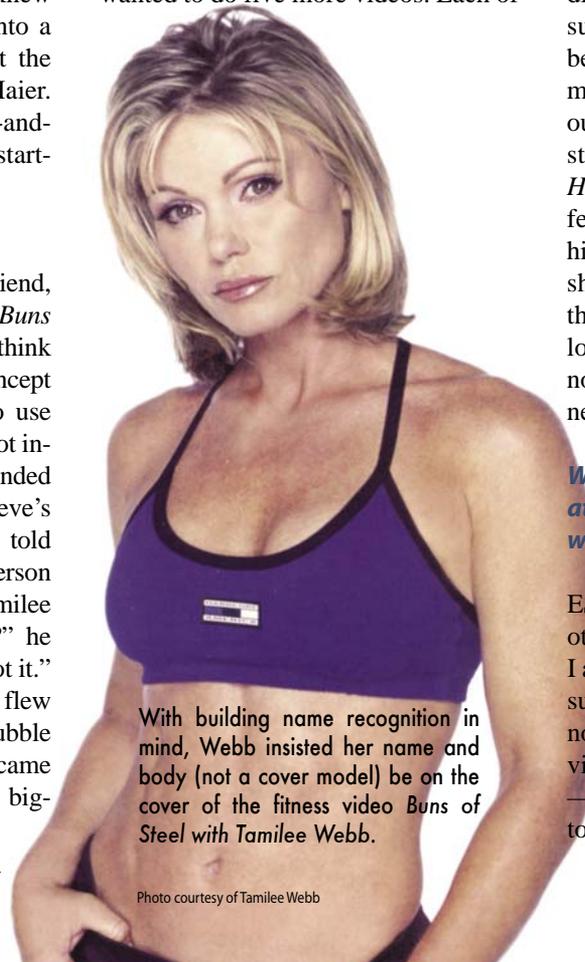
From the beginning, I started going into bookstores every week to check *Billboard Magazine* to see where each video was on the list. (Now you can find this chart on [www.billboard.com](http://www.billboard.com).) When I noticed that they were abbreviating the name of the video, I called *Billboard*’s editorial staff and told them that they must add my name — they were just listing it as *Buns of Steel* and I wanted it listed the way I had negotiated it to be on the cover — *Buns of Steel with Tamilee Webb*. I wanted *Buns* to build my name, too — so I could then use it to open more doors.

**Tell us how you got on TV. How did that come about?**

Because of the *Buns* videos, I got a call from ESPN to do their Fitness Pros show ([www.fitnesspros.com](http://www.fitnesspros.com)). After one season with them, I realized I didn’t want to do that again. Due to the success of *Buns of Steel*, I felt I should be paid more, and they weren’t paying me enough. But that show led to a call, out of the blue, to be an aerobics instructor for The Family Channel’s *The Health Cable*, produced by Jake Steinfield (of “Body by Jake” fame; find him at [www.bodybyjake.com](http://www.bodybyjake.com)). That show offered a much better audience than ESPN, and I knew I could learn a lot by working with Jake, who is phenomenal, both on camera and as a businessman.

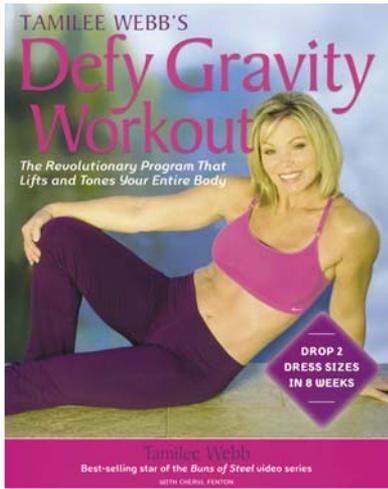
**What important things about creating an image did you learn from working on TV?**

There was a make-up artist on the ESPN set who came with some of the other instructors to do their makeup, but I always did my own. I wanted to make sure I looked like a fitness instructor, not a sex kitten. When you do TV or video, you have to know your market — and the way you dress must appeal to that market. Don’t call attention to



With building name recognition in mind, Webb insisted her name and body (not a cover model) be on the cover of the fitness video *Buns of Steel with Tamilee Webb*.

Photo courtesy of Tamilee Webb



your looks. If your market is women, you want to look strong and fit and be an inspiration and role model. If you look too sexy, it will be threatening and annoying to many women. I've told countless young fitness instructors this — sometimes they get carried away trying to look their best and forget that it could be intimidating and even alienate their market.

#### ***You never had a manager or agent. Why was that?***

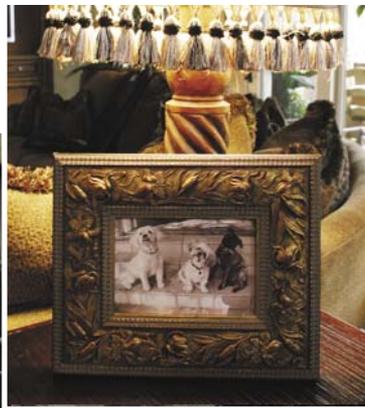
I never wanted a manager or agent. But I did have a really good entertainment lawyer named Ben Gage who handled all of that for me. He always made sure that what I signed in terms of my contracts was in my best interest.

#### ***With all the success, where do you go from here?***

I'm entering a whole new arena of fitness instruction now devoted not just to the physical, but also encompassing the mental and spiritual health of women over 40. It's called the *Defy Gravity Workout*. Besides a book and DVD by the same name, I'm in the process of creating a Web site whose content is research, education, chat rooms, events and seminars somewhere every month.

#### ***How did the Defy Gravity project come about?***

I got a call from Donna Raskins from Rockport Publishing ([www.rockpub.com](http://www.rockpub.com)). She said, "We'd like to do a book with you called *Defy Gravity*." I liked the idea, and I was looking for something new. But I told her, "It can't just be another exercise book — it has to be something I'm really passionate about." She asked what I usually got for this kind of project and I told her. She said, "We can't afford you." I said, "OK," and thought that was that. Then she called me back a few weeks later and said they could come up a little if I could come down. I said, "OK, but I need a writer, and I want you to pay for the writer." They agreed. So then I called Goldhil Media ([www.goldhil.com](http://www.goldhil.com)), told them about the book deal and said I wanted to do a video to go with it. They agreed, sent a contract, and we went to Maui in June to shoot the two DVDs.



Photos were shot on Webb's patio for her new Tamilee Webb's *Defy Gravity Workout* book. Inset: A photo of Webb's dogs — which she affectionately refers to as her babies — sits on a coffee table in the den.

*Timeless in her enthusiasm and her relentless drive to help others, Tamilee Webb says she embraces this next stage of her career and her life with the same exuberance as she has all the others. The bottom line? "You never know where you might be that you'll meet someone or experience something that will open the door to your next opportunity," Webb advises. "You may be sitting next to someone on an airplane — or they may be in your class. The main thing," she says, smiling, "is to be ready."*

*As we wound up our discussion with Tamilee Webb, we became her dinner guests in her beautiful Rancho Santa Fe home. She talked as she cooked for us, chopping fresh vegetables and adding a dash of this and a pinch of that from her spice drawer while pondering her answers to our final few questions. "After all this success, do you ever think about those days you spent living in your car with your dog?" we wondered aloud. Webb turned to us, eyes glistening. "I remember it every single day." MB*

# FITNESS INDUSTRY RESOURCES

Tamilee Webb got her start through connections she made at the IDEA Health and Fitness Conference; visit IDEA at [www.idealife.com](http://www.idealife.com). Spend some time on this site if you haven't already. It offers membership on many levels, which gives you access to all kinds of career-building information. In addition, there are links to opportunities you can use to open your own doors to the next level in your fitness career. Other organizations and associations you may want to become familiar with:

- Association of Independent Video and Filmmakers (AIVF) provides support for individual producers and advocacy for the media arts. [www.aivf.org](http://www.aivf.org)

- IDEA Health & Fitness Association, an organization that promotes high standards in personal trainer certification, fitness instructor certifications and much more. [www.body-basics.com](http://www.body-basics.com)

- Aerobics and Fitness Association of America (AFAA) — Select your Fitness Pathway™: fitness consumer, trainer/instructor, etc. [www.afa.com](http://www.afa.com)

- International Fitness Professionals Association (IFPA) is an association for personal trainers, aerobics instructors and fitness center staff. [www.ifpa-fitness.com](http://www.ifpa-fitness.com)

Learn more about certification for kick-boxing aerobics instructors, personal trainers, aerobics instructors and fitness centers at <http://dmoz.org/Health/Fitness/Certification/>.

Do you have a routine you'd like to brand as your own? Are you ready to take the jump into video production? There are many options and levels within this part of the fitness industry. By educating yourself and making informed decisions along the way, you can create the fitness career that fits your goals and dreams.

Need information about video producers? Interested in finding a producer for your video? First, a little light reading:

- Even if you use your own money, you can learn how to negotiate with video producers, editors and duplicators to make a professional fitness video. Read more about this in *American Fitness* at [www.findarticles.com/p/articles/mi\\_m0675/is\\_5\\_22/ai\\_n6228036](http://www.findarticles.com/p/articles/mi_m0675/is_5_22/ai_n6228036).

- Another *American Fitness* article you might want to read will advise you of some cautions to be aware of, including the fact that many video producers have never produced a fitness video, making it imperative that you oversee every aspect of scripting and art direction. Read more about this at [www.findarticles.com/p/articles/mi\\_m0675/is\\_n1\\_v11/ai\\_13396614](http://www.findarticles.com/p/articles/mi_m0675/is_n1_v11/ai_13396614).

- Australian Video Producers Association — This article discusses “the merchantability of fitness for any particular purpose” at [www.avpa.org.au/termsaccess.php](http://www.avpa.org.au/termsaccess.php).

## VIDEO PRODUCERS AND PRODUCTION COMPANY RESOURCES

And now for some companies we found on the Internet. While we neither endorse nor recommend any of these companies, here is a quick survey of what's out there to get you started.

- Crystal Pyramid — San Diego video producers, crew, equipment and services since 1981 for video, multimedia and stock footage (Betacam SP and DV Cam, and High Definition [HD]) from concept to completion. [www.crystalpyramid.com](http://www.crystalpyramid.com)

- GMV Productions offers “Dramatic Muscle Action — Articles and Reviews” and touts itself as “The ultimate site for bodybuilding and fitness videos.” [www.gmv.com.au/default.asp?pageid=NEWSARICLES&template=NEWS&nid=83&cnid=9&site=1](http://www.gmv.com.au/default.asp?pageid=NEWSARICLES&template=NEWS&nid=83&cnid=9&site=1)

- Spot Creative is a New York-based production company specializing in corporate film/video. [www.spotcreative.com](http://www.spotcreative.com)

- CMA Video Production offers digital video production services for broadcast, Web, CD-ROM and DVD. [www.creativemediaalliance.com](http://www.creativemediaalliance.com)

- Goldhil Home Media Inc. is the company that produced Tamilee Webb's *Defy Gravity* DVD. Ranging from major studios down to single show producers, Goldhil Video now includes British drama, fitness, family entertainment, history and sports. [www.goldhil.com/producers.asp](http://www.goldhil.com/producers.asp)

- Richie Film Productions [www.richieprod.com/bio.html](http://www.richieprod.com/bio.html)

- Image Video, New York, New York [www.ivny.tv](http://www.ivny.tv)

- 1 Pro in South Florida offers a local crew for video and film productions. [www.1Pro.com](http://www.1Pro.com)

- PRIMEDIA Productions — Producers and distributors of video products in the United States. [www.primedia.com/pr/press/digmedia11272000/](http://www.primedia.com/pr/press/digmedia11272000/)

- Pulse Media Group — “Media Production With a World Beat” offers “photographers, producers and correspondents who have a minimum 10 years' experience” and they say they “can also serve as advisor to management on equipment purchases and fitness videos.” [www.pulsemediagroup.com/services.htm](http://www.pulsemediagroup.com/services.htm)

- Infinity Productions **800.339.8433**, [www.infinityproductions.com](http://www.infinityproductions.com)

- Jack Roberts Video Productions **732.859.9009**

- LD Systems, Inc. **713.695.9400**

- For an index of active producers and suppliers of special-interest and how-to videos, you may also want to take a look at [www.insvideo.com/supplierlist.asp?letter=E](http://www.insvideo.com/supplierlist.asp?letter=E).

- Video producers directory [http://directory.classifieds1000.com/all/video\\_producers](http://directory.classifieds1000.com/all/video_producers)

- Low Cost Productions are production and editing specialists who say they can help you save on your video project. [www.rpmfilms.com](http://www.rpmfilms.com)

Can't afford to hire a producer? Or maybe you'd just like to handle your own production of your demo of your fitness routine. There's a lot to know, but plenty of information resources out there to help get you started. Here is just a sample of what we found:

### *Need funding for your project?*

Take a look at [www.fundingfilm.com](http://www.fundingfilm.com), which calls itself “your one-stop source for independent film funding.”

### *Doing it all yourself?*

- For video production training and individual classes and certificate programs in

Avid and Final Cut Pro, visit [www.videosymphony.com](http://www.videosymphony.com).

- Directory for all avenues of film productions: [www.marketerzone.com](http://www.marketerzone.com)

### *Need the right location to shoot your video?*

Take a look at this site: Cambo Film and Video Production — “Provides production services and crew in Hamptons locations; location scout offering support to producers and more.” [http://dmoz.org/Business/Arts\\_and\\_Entertainment/Media\\_Production/Location\\_Services](http://dmoz.org/Business/Arts_and_Entertainment/Media_Production/Location_Services)

### *Need a camera crew?*

“Network-experienced camera crews on Maui, Hawaii.” DP/cameraman for television, corporate sales videos and documentaries. [www.harringtonprovideo.com](http://www.harringtonprovideo.com)

### *Need help with lighting and sound?*

- [www.backstagejobs.com/ghostlight/links.htm](http://www.backstagejobs.com/ghostlight/links.htm)
- [www.theatresupply.com](http://www.theatresupply.com)

### *Need the right music mix?*

- [www.GFMIX.com](http://www.GFMIX.com) for some music mixes that are available for use in video, including “royalty-free fitness music and custom song production services.” [www.groupfitnessmusic.com/videomusic.asp](http://www.groupfitnessmusic.com/videomusic.asp)

### *Need production equipment?*

- Here’s a list of providers of audiovisual equipment rentals: [www.specialeventsite.com/RentalSite/rentalList.php3/channelID\\_63/categoryID\\_any/\\_s\\_3/](http://www.specialeventsite.com/RentalSite/rentalList.php3/channelID_63/categoryID_any/_s_3/)

## **POST-PRODUCTION RESOURCES:**

Finished shooting, but need help with editing? An Internet search of digital video editors revealed 33,667 matches, but here are Google’s top 11 listed companies for post-production and digital video editing services:

- [www.cvpproductions.com/VideoProduction.html](http://www.cvpproductions.com/VideoProduction.html)
- [www.andrewprokos.com/digital\\_video\\_editing\\_services](http://www.andrewprokos.com/digital_video_editing_services)
- [www.poweroid-video-editing.co.uk](http://www.poweroid-video-editing.co.uk)
- [www.vcdtransfer.com](http://www.vcdtransfer.com)
- [www.tanedv.com](http://www.tanedv.com)

- [www.tellusnews.com/tn/dve/index.shtml](http://www.tellusnews.com/tn/dve/index.shtml)
- [www.giffordproductions.com/editing](http://www.giffordproductions.com/editing)
- [www.videoguys.com](http://www.videoguys.com)
- [www.audigital.com](http://www.audigital.com)
- [www.limelight.com](http://www.limelight.com)
- [www.multimediaspros.com](http://www.multimediaspros.com)

### *Learn more about the editing and post-production process at:*

- Video editing school — Individual classes and certificate programs in Avid and Final Cut Pro. [www.videosymphony.com](http://www.videosymphony.com)

- Award-winning video tool complete with chroma key, 3D FX and teleprompter. Free trial available at [www.seriousmagic.com](http://www.seriousmagic.com).

- Digital Video Editing — Capture and edit your own video. Works with almost any camera. [www.studiohowto.com](http://www.studiohowto.com)

### *Completed your video? Here are a few ideas for getting it noticed:*

- Video Distributors — Information about distribution and publicity for independent producers of special-interest videos. [www.videouniversity.com/distrib.htm](http://www.videouniversity.com/distrib.htm)

- This site says, “Attention Video Producers: List your titles for free!” [www.videolearning.com/vllx.php?opt=browsrch&chapsect=1600](http://www.videolearning.com/vllx.php?opt=browsrch&chapsect=1600)

- Chaos Media Networks distributes for owners and producers of video content, including fitness on demand exercise and youth sports video programming. [www.chaosmedianetworks.com/press/](http://www.chaosmedianetworks.com/press/)

- Check out the market news at [www.hotproductnews.com/detail.htm?sku=15420&News\\_Categories=Products](http://www.hotproductnews.com/detail.htm?sku=15420&News_Categories=Products) on workout videos and DVDs from independent producers of yoga, strengthening and other fitness DVDs for home exercisers.

- Press Releases [www.prweb.com/newsbycategory/150/2005-03-13/960/](http://www.prweb.com/newsbycategory/150/2005-03-13/960/)

### *More interested in cable/TV fitness programming?*

These resources may give you some idea of how to get your foot in the door to TV land.

- The Teach Fitness Network — Take a cue from some of the instructors listed on this site — many of whom are available to present CEC-approved master classes and seminars, while others market their own fitness videos and products. [www.teachfitness.com/articles11.htm](http://www.teachfitness.com/articles11.htm)

- Global Telemedia, Inc. — Syndicated health and fitness TV programs. [www.globaltelemedia.com/health-fitness.html](http://www.globaltelemedia.com/health-fitness.html)

## **PROTECT YOURSELF**

In the bright lights and excitement of the industry, there are more than a few hazards to watch out for, experts agree. Tamilee Webb had the good fortune of finding an entertainment lawyer who protected her interests and helped guide her through a continuous maze of negotiations and tricky contract situations. To educate yourself on this process and find the professional who can help guide your career, here are a few resources. But don’t stop here — ask questions, get referrals, take care of this important prerequisite to success before those bright lights get in your eyes.

- In Canada, Ontario’s Prepaid Services Act covers most contracts signed with fitness professionals. Check it out at [www.cbs.gov.on.ca/mcbs/english/SDGN39.htm](http://www.cbs.gov.on.ca/mcbs/english/SDGN39.htm).

- For a quick legal glossary for performing musicians and producers of video, read the article at [www.sacramento.org/legal.html](http://www.sacramento.org/legal.html).

- Directory of Entertainment Attorneys and information: [www.UncoverTheNet.com](http://www.UncoverTheNet.com)

- UCLA Entertainment Law Review [www1.law.ucla.edu/~elr/public\\_html/](http://www1.law.ucla.edu/~elr/public_html/)

- For information about a novel watermarking process that protects video producers and purchasers: [www.sciencedaily.com/releases/1998/07/980710080935.htm](http://www.sciencedaily.com/releases/1998/07/980710080935.htm).

### *Looking for other opportunities for fitness and health teaching professionals?*

Go to [www.vitasvibe.com/instructor\\_detail.asp?ID=9](http://www.vitasvibe.com/instructor_detail.asp?ID=9) to hear from top educators and leaders in the health and fitness industry on the subject of getting hired by big organizations, shoe companies, video producers, etc.

### *Want to make the spa connection?*

If you'd like to follow in Tamilee Webb's early footsteps (hopefully without having to live in your car with your dog!) and find your own "Golden Door opportunity," first go to [www.leadingspasoftheworld.com](http://www.leadingspasoftheworld.com). Next, of course, go check out the Golden Door ([www.goldendoor.com](http://www.goldendoor.com)). Then, to help jump start your search, here's *Condé Nast Traveler's* 2004 Readers' Poll list of the top 15 destination spas, from a list of Top 47 Spas in North America and the Caribbean. (For the complete list, along with more links and phone numbers, go to [www.concierge.com/cntraveler/lists/spapoll04/dest/](http://www.concierge.com/cntraveler/lists/spapoll04/dest/)).

- Miraval Life in Balance Spa  
Catalina, Arizona **520.825.4000**  
[www.miravalresort.com](http://www.miravalresort.com)
- Canyon Ranch  
Tucson, Arizona **520.749.9000**  
[www.canyonranch.com](http://www.canyonranch.com)
- Canyon Ranch in the Berkshires  
Lenox, Massachusetts **413.637.4100**  
[www.canyonranch.com](http://www.canyonranch.com)
- Ten Thousand Waves  
Santa Fe, New Mexico  
**505.992.5025**  
[www.tenthousandwaves.com](http://www.tenthousandwaves.com)
- Lake Austin Spa Resort  
Austin, Texas **512.372.7300**  
[www.lakeaustin.com](http://www.lakeaustin.com)
- Four Seasons Resort, Hualalai,  
Big Island, Hawaii **808.325.8000**  
[www.fourseasons.com/hualalai](http://www.fourseasons.com/hualalai)
- Four Seasons Resort Aviara  
San Diego, California **760.603.6800**  
[www.fourseasons.com/aviara](http://www.fourseasons.com/aviara)
- The Greenbrier  
White Sulphur Springs, West Virginia  
**800.453.4858**  
[www.greenbrier.com](http://www.greenbrier.com)
- Four Seasons Resort, Maui at Wailea,  
Maui, Hawaii **808.874.8000**  
[www.fourseasons.com/maui](http://www.fourseasons.com/maui)
- Lodge at Koele  
Lanai, Hawaii **808.565.7300**  
[www.lodgeatkoele.com](http://www.lodgeatkoele.com)

- Sea Island Spa at the Cloister  
Sea Island, Georgia **912.638.3611**  
[www.seaisland.com](http://www.seaisland.com)
- Four Seasons Hotel  
Las Vegas, Nevada **877.632.5080**  
[www.fourseasons.com/lasvegas](http://www.fourseasons.com/lasvegas)
- Gaucin at the St. Regis  
Monarch Beach, California  
**800.722.1543**  
[www.stregismb.com/spa.htm](http://www.stregismb.com/spa.htm)
- Golden Door at the Boulders Resort  
Carefree, Arizona **480.488.9009**  
[www.wyndham.com/boulders](http://www.wyndham.com/boulders)
- Anara Spa at the Hyatt Regency  
Kauai, Hawaii **808.742.1234**  
[www.anaraspa.com](http://www.anaraspa.com)

### *Don't just sit there and wait for your ship to come in — take your fitness career out to sea!*

Here is the *Condé Nast* list of its top five cruise ship spas. Most of these sites have links to "onboard employment opportunities;" Celebrity Cruises even has a place to register your profile and the type of fitness instruction job you're looking for.

- Silversea Cruises **800.722.9955**  
[www.silversea.com](http://www.silversea.com)
- Crystal Cruises **800.446.6620**  
[www.crystalcruises.com](http://www.crystalcruises.com)

To apply, send your résumé and contact information to: Spa, Salon, Health & Fitness and Sports Director. STEINER TRANS OCEAN, attn: Shipboard Employment, 1007 North American Way, Miami, FL 33132.

- Seabourn Cruise Line **800.929.9391**  
[www.seabourn.com](http://www.seabourn.com)

- Celebrity Cruises **800.437.3111**  
[www.celebritycruises.com](http://www.celebritycruises.com)

From the home page, type "employment" in the search box and you will be taken to a site where you can register your profile.

- Disney Cruise Line **888.325.2500**  
[www.disneycruise.com](http://www.disneycruise.com)

### **BOOKS**

And finally, a stop by [www.amazon.com](http://www.amazon.com) revealed a few interesting selections for reading up on how to build your career in the fitness industry, including:

*Opportunities in Sports and Fitness Careers* by William Ray Heitzmann (Paperback — 2003) List Price \$12.95.

*Opportunities in Fitness Careers (Opportunities In series)* by Mary Miller, et al.

*Careers in Sports, Fitness, and Recreation* by Robert F. Wilson (Paperback — 2001) List Price \$10.95.

*Great Careers for People Interested in Sports and Fitness (Career Connections, Series 2: Communications, the Arts, and Entrepreneurship; Vol.1)* by Lois Edwards. Used and new from \$5.30.

*Careers In Fitness And Personal Training (Careers in the New Economy)* by Randy Littlejohn (Hardcover — 2005) List Price \$31.95.

*Sport & Fitness Management: Career Strategies and Professional Content* by Janet B. Parks, Beverly R.K. Zanger (Editor).

*It's More Than Just Making Them Sweat: A Career Training Guide for Personal Fitness Trainers* by Ed Thornton (Paperback — 2001) List Price \$11.95.



photos.com