

Unique Gym Offers Individual Training

Oakland Park's Pump'n Inc Targets the Average Person

By Michael James

Pump'n Inc, located at 99 East Oakland Park Blvd, prides itself on being more than an average gym. That fact is obvious the moment you walk through the door.

Jim DeRusha started the business eight years ago in Wilton Manors as a massage and fitness training center and has always focused on each individual's needs. DeRusha, who now focuses primarily on massage and hypnotherapy, brought in David Hohimer last year to assist in the unique multifaceted business, focusing on individuals seeking "serious behavioral modifications."

The gym has only three workout stations where average people can concentrate on their goals without the distractions of a regular gym. Clients enjoy the privacy provided and the complete attention of a trainer.

Their multi-station set-up provides cables and free-weights that allow clients to work every major muscle group, similar to conventional facilities.

"We have a wide range of clients," says Hohimer. "We have men and women ranging in age from 26 to 72 years of age." He says that different people come into the gym for their own reasons.

"There is no single program that works for everybody," Hohimer added. "I sit down with each individual that comes in and we work together on setting attainable goals and then design a program that will help them succeed."

Each client begins their training program with an individual consultation where a baseline is established, where body fat and

measurements are recorded. Hohimer is quick to point out that weight training alone will not necessarily assure success.

Hohimer says, "The people that walk through our door are regular people with jobs, even mothers, fathers and grandparents. They're looking to improve their health and habits. That involves a complete lifestyle change." It was towards this goal that they combined personal fitness training, hypnotherapy and massage therapy.

The hypnotherapy aspect is utilized to help people stop smoking, change their eating habits and clarify the vision of what they want their body to look like. Although hypnotherapy has received mixed reviews in the past, it has become a standard method of treatment by both the American and British medical associations.

Dr. Charles Mutter, a clinical assistant professor of psychiatry at the University of Miami School of Medicine says hypnotherapy works and is used routinely during childbirth and to treat psychiatric problems such as post-traumatic stress disorder.

Although Hohimer has been interested in physical fitness most of his life, his educational background is actually in dentistry. He graduated in 1997 and did two years residency at Columbia University. He then practiced dentistry for two years in New York, in a field that he describes as "high stress." It should be noted that dentists also

have the highest suicide rate in the medical community.

"I needed to do something more fulfilling," Hohimer said about his dentistry background. After meeting DeRusha he

He also states that when people go to traditional gyms it is easy for them to develop inappropriate techniques that can actually cause discomfort and physical injury. "Technique is everything," he says.

The one-on-one sessions at Pump'n Inc are also priced differently than other facilities. Individual sessions range from \$65-\$100, with discounts for clients who sign-up for multiple sessions.

Complete training packages begin at \$199 for the self-starter session. Their Platinum Package includes three months of training, massage therapy, hypnotherapy, and customized workout and nutritional programs at a cost of \$1,480 per month. They are currently developing less expensive silver and bronze programs.

Hohimer defends the cost, staying that people will spend more than that temporary "fixes" such as liposuction. Although working out for three months will not guarantee a tight body for a lifetime, it is an effective way to develop healthy habits, focus on attainable goals and learn proper weight training techniques that can help an individual maintain the best mind, body and soul.

For more information visit their website at www.pumpninc.com or call them at 954.566.8975.



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