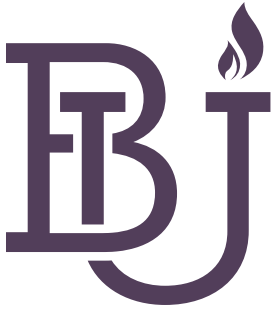




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THE **BU** EXPERIENCE



# BEST UNIVERSITY

FITNESS & WELLNESS CONSULTING SERVICES

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Best University is your full-service solution for total health and wellness. We function as the bridge between your desire for improvement and success. Whether you are an individual looking to start a fitness routine; looking for encouragement, coaching, or counseling to stick to your existing routine; a church or community group looking to provide boot camps or health enrichment activities, or a business/organization in need of health services, assessment, program design, program management and implementation, BEST University will work with you to ensure that your needs are met. We will assist you in determining your needs and in creating specific goals. Then, we will provide the resources to get you there, along with the ongoing support to ensure that these results are sustained and monitored.



# THE BENEFITS OF TOTAL HEALTH

The benefit of total health and wellness cannot be understated. Some of the many benefits are listed below:

- *Reduce the risk of developing and/or dying from heart disease*
- *Reduce high blood pressure or the risk of developing high blood pressure*
- *Reduce cholesterol or the risk of developing high cholesterol*
- *Reduce the risk of certain types of cancers including colon and breast cancer*
- *Reduce the risk of developing diabetes*
- *Reduce or maintain body weight or body fat*
- *Build and maintain healthy muscles, bones, and joints and can reduce the chances of developing osteoporosis*
- *Reduce the effects of depression and anxiety*
- *Improve body image and self – confidence*
- *Increases flexibility and efficiency in movement*
- *Enhanced work, recreation, and sport performance*
- *Beneficial in helping to learn the process of setting, adhering to, and obtaining measurable goals*

These benefits have been documented with statistically significant medical study and the efficiency, time, and improvement in quality of life they provide are paramount.

For companies, wellness programs and services are no longer just a corporate perk or an added extra. They have become a strategic and fiscal responsibility. Failure to address and invest in these important issues borders on negligence!





Companies that have made the decision to invest in Wellness programs have received significant returns on their investments. For example, Johnson and Johnson estimated in 2010 that their investments in health and wellness related initiatives have saved them \$250 million in health care costs alone. This translated to near 3 dollars in return for every 1 dollar invested. Another study, conducted by cardiologists Dr. Richard Milani and Dr. Carl Lavie, indicated that employees in a single company who participated in exercise training and cardio rehabilitation services reduced their medical claim cost in the year by \$1,421 per participant. The bottom-line was a 6 dollar return for every 1 dollar invested.

For individuals, the benefit of a properly executed health and wellness program has evolved from a luxury to a necessity. The benefits received from proper health and reduced medical expenses are just too great. The benefits far outweigh the expense. Blue Cross Blue Shield of Oklahoma released data pulled from a review of 5,000 participants in their own fitness program. They showed a 44% decline per participant in personal medical costs. These results were achieved with the individuals participating in as few as three workouts per week.

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HEALTH CARE COSTS ALONE*



# YOUR CONCERNS:

## The Effects of Poor Health & Wellness

How does poor wellness/health effect you as an individual, how does it effect your family, and your children? How does it impact your business, your employees, and your organization? How does it effect your bottom-line? These questions all have answers and they unfortunately are not positive ones.

Poor health can limit your effectiveness and detract from your enjoyment of life. It can leave you lethargic, dysfunctional, and can lead to you becoming a prisoner in your own body. The cascade of negative effects on the body related to poor wellness can lead to several additional issues and problems. Poor health significantly increases your risk of all of the top 5 health related causes of death.

From an organizational standpoint, a recent Gallop study determined that 86% of US employees are either above normal weight or have at least one chronic condition. These workers are responsible for 450 million additional days of work missed annually and result in an estimated cost of more than \$153 billion in lost productivity annually.

*86% OF US EMPLOYEES ARE  
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WEIGHT OR HAVE AT LEAST  
ONE CHRONIC CONDITION.*

Another related concern is that of “presenteeism.” This is when an employee comes to work while sick or while under the effects of some physical ailment. Obviously, employees in this state do not operate at optimal efficiency. This leads to billions in lost productivity annually and has been estimated to limit the productivity of an individual employee by as much as 1/3rd.

A study conducted in 2007 provided a startling conclusion. A broad ranging estimate of the impact on the economy of the top seven chronic illnesses, cancer, diabetes, hypertension, stroke, heart disease, pulmonary conditions and mental disorders (all which are prevented, reversed, or reduced in severity with exercise.) was 1.3 trillion dollars annually. Of this amount, \$1.1 trillion was lost productivity and the remaining \$277 billion is spent on treatment.

The data is overwhelming. The cause for concern is staggering. BEST University, LLC Fitness and Wellness Consulting Services was created to address these shocking issues and to give individuals, groups, and businesses the resources and information needed to benefit from an investment in total health.





# OUR SOLUTIONS:

## Fitness & Wellness Services

BEST University offers the following Fitness and Wellness Services:

### FITNESS CONSULTATION

BEST University, LLC will work with you to determine your needs and will tailor a program to help you reach your specific goals. We utilize proven nationally-recognized and accredited assessment techniques to make certain that your program design is safe and takes into account your specific limitations and/or deficiencies. We will also suggest proper sample diets to assist in achieving your goals. We will ensure that your program is effective and leads to the results and outcomes you desire. Consultation services and program design can also be conducted for groups.

### WELLNESS COUNSELING

Sometimes the rigors of a fitness regimen are a distant second to the difficulty of remaining motivated and focused. BEST University, LLC offers wellness counseling and coaching that will keep you focused on lasting results. We provide coaching and counseling sessions to give you the “mental workout” that is, more often than not, the most important “training session” in any workout and fitness regimen. Meetings to monitor progress, “check-in”, determine if additional needs are required, or just to receive a motivational boost are extremely important to any training regimen. Unable to pull time out of your schedule or don’t have the ability to schedule a face to face meeting? Telephone and Skype counseling and coaching services are also available at an adjusted rate.

### ONE-ON-ONE FITNESS TRAINING

BEST University, LLC offers one-on-one fitness training to help keep you focused and to give you the necessary feedback and instruction to ensure that you go about your proposed fitness regimen as efficiently, safely, and effectively as possible. Meet us at one of our partnered locations or let us come to you for personal and direct attention. We handle each client as an individual and will accommodate your specific situations, needs, or budget within reason. Skype sessions are available for clients who have their own equipment on site for convenience.

## GROUP EXERCISE

Are you scheduling a group exercise event or are you in need of ongoing group exercise services? BEST University, LLC can conduct boot camps, yoga, Pilates, or other group exercise classes and will work with both small and large groups at very reasonable rates. Let's us work to develop a beneficial and effective solution for your group.

## OUTSOURCING & FACILITIES STAFFING

If you are looking for quality trainers and instructors for your group, business, or facility, let BEST University manage these processes for you. Our network of credentialed, nationally accredited fitness professionals are screened, approved, and highly recommended. We will provide you with the trainers and instructors to help you staff your facility or to create a dynamic monthly workout calendar for your group, facility, or employees.

## CHARITABLE WORK, APPEARANCES, & SEMINAR PLANNING

BEST University can help your group or organization put on the best wellness related events. Let our team plan and execute your event. Whether it is a wellness enrichment day, school or youth function, fitness demonstration, business seminar, or charity appearance, BEST University will work with you and within your budget to make your event informative, enriching, and productive. We will organize the personnel and the resources to accomplish your event's objectives. Contact us to discuss specifics and to make your event the BEST it can be!





# MEET THE OWNER

Michael B. Conner, Owner and Operator, has always had a passion for fitness and he believes it is necessary to achieve the benefit of total health and wellness. He coined the phraseology, “*Be your BEST you...*” to describe his philosophy in relation to health and wellness.

“Fitness isn’t achieved by only addressing one facet of who we are. We are creative and inquisitive beings...we must always attempt to be growing our minds. We are spiritual beings...we must consider and address our spirit. We are physical beings...our bodies are designed to work and move. To achieve your BEST you, these facets must ALL be considered and addressed. BEST University, LLC, Fitness and Wellness Consulting has as our primary goal to be a resource and a partner in helping its clients achieve just that... total health. We want to provide resources, services, coaching, and training that will help you to be the “BEST you” that you can be. I believe that one achieves complete health when all these things are addressed. If your body is weak, you are limited. If your spirit is weak, you are limited. If your mind is weak, you are limited. Our goal is to work with our clients to make certain that ALL these areas are addressed and cultivated so that they can experience the benefits and joy of a fully engaged life.”

Michael graduated from Furman University in Greenville, SC, with a degree in Communication Studies. While in college, he was very active in several charitable organizations. He was also a four year starter in college football. Michael has been a speaker, presented for several charitable groups, performed in front of thousands and with several Grammy winning artists. He has also written a song for the family of Dr. Martin Luther King, Jr., that was performed for the family at the historic Ebenezer Baptist Church in Atlanta, GA. In addition, through HOPE Worldwide, he has served overseas in service in a Leprosy colony.

Professionally, he has been successful in his sales and marketing career for more than 15 years, winning several awards for his efforts with companies such as Kraft Foods, Ricoh Corporation, and Procter and Gamble. He is a National Association of Sports Medicine (NASM) Certified Personal Trainer.

Most of all, Michael has a passion for a fully engaged life, total health, and fitness. He continues to improve personally to be the BEST he can be, so that he can help you to **BE YOUR BEST YOU!**



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