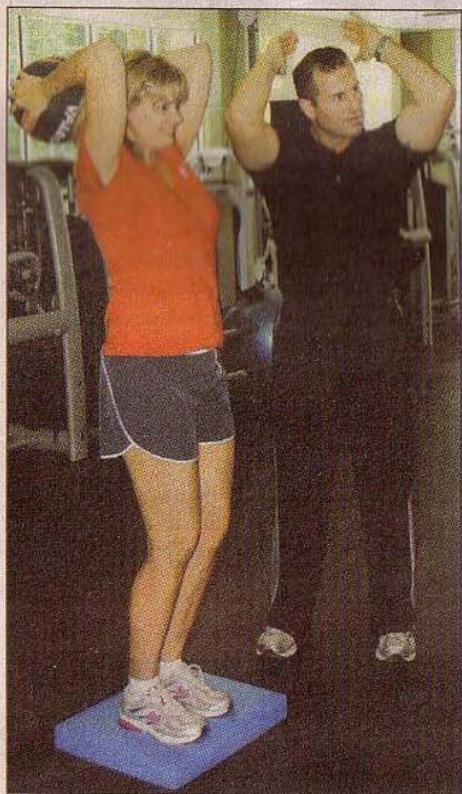


New gym offers a sense of community

By Suzanne Schmidt
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After spending a decade as a personal trainer at various gyms and in people's homes, Jay Nichols finally opened his own gym.

J.A.K.E. Fitness, 23600 SR 54 in Lutz, opened about a month ago. Nichols has been training people in the Lutz and Land O' Lakes area for 10 years. He decided to open his own gym because he said so many people asked him to.



Jay Nichols shows his wife, Kelly Nichols, a move at their new gym, J.A.K.E. Fitness, in Lutz.

"What you find here is a real sense of community," Nichols said. "When you come in you are greeted at the door. There is a good support system. People get results here."

The gym offers classes like max abs, cardio kickboxing and zumba. Nichols said the classes his gym offers are not like classes at the big gyms.

"People on all fitness levels can take any of our classes," Nichols said. "We can have people from novice to teen to seniors to athletic folks in our classes. Everybody takes the class together, but we can modify it for those with special needs like back or neck issues."

For those who just want a small place to work out and get advice, the gym offers a \$20 month-to-month membership.

"We try to help people," Nichols said. "We try to make it simple. People can come in and do a warm up and then do the circuit a few times. I am always here to help out."

Nichols is certified in advance weight management program, sports nutrition, personal training and he is also a level one lifestyle coach.

In order to assess client's nutritional needs, Nichols said he needs to know everything the person ate for the last 72 hours.

"I learn approximately how much they ate and when," Nichols said. "It helps me to assess what they are doing and then go from there. Nutrition is 70 percent of any program whether it is for weight loss or to gain muscle. Most people will say they are doing pretty good but when you break it down you see that although they are making good choices, they need to be tweaked. Most of the time they just need a little bit of



The gym offers a place to work out, personal training and classes such as max abs and cardio kickboxing. (Photos by Suzanne Schmidt)

guidance and a bit of structure."

When Lutz resident Sara Freeman started working with Jay Nichols seven years ago, she had trouble getting up everyday.

"I had difficulty getting out of bed or getting out of a chair," Freeman said. "Between him and a great staff of physicians, they changed my life."

It is hard to see that now since she is spending every day being very active even getting to do activities like running in a 5k. Her autoimmune disease caused her muscles to atrophy, but now she said she is almost at 100 percent.

"Jay helped me to overcome my muscle issues," Freeman said. "I was doing physical therapy but I got bored with that. Jay came up with a great workout regimen and nutrition plan. I like working with him because he has a way of keeping the workout fresh and challenging. He is extremely motivating and always has an affable personality. He genuinely cares about the people he trains. Everything he does is so positive."

Carlos Rojas, priest at Our Lady of the Rosary Church in Land O' Lakes, recently moved to town. He said he went to several local gyms before he found what he wanted at J.A.K.E. Fitness.

"After doing research and visiting several gyms, I found this one" Rojas said. "I think they have the best environment and the

best person-to-person treatment. It is the best spiritual environment."

Kathy Mansfield of Land O' Lakes said she has been working with Nichols for about a year because he helps her see real results.

"I like the results I see," Mansfield said. "I get to go to the doctor and see great bone density results and I also get to look in the mirror and see great results. I am so happy he has a gym now. It is a great gym at a great location."

Robyn Huber of South Tampa said she has been training with Nichols for about seven years.

"I went to him when I was 41 for overall health and body wellness," Huber said. "I had been working out religiously for 10 years by doing cardio and circuit training. I was at my ideal weight but I had no tone and no strength. I picked out Jay as my trainer because I saw that he could help me. He is great to work with because he keeps changing things up so my body doesn't get accustomed to the exercise. He is such a great motivator and very positive."

Nichols said he prides himself on keeping his 2,600-square-foot gym clean. He said he mops, vacuums and dusts everyday and he scrubs the shower and wipes down all of the equipment.

For more information, visit www.jakefitnessinc.com or call (813) 964-1814.