

PROFILES OF SURVIVAL



BY
ROXANA TOFAN



Q. Why did God create alcohol? A. So ugly people could have sex, too.

FOR THOSE OF US fortunate enough to have made it through this pandemic, it's as if we barely remember how things were before. We all just know to do better, be better, be healthier and enjoy life more. We wondered how to stay or get healthier with the gyms being closed and trying to find motivation. This is what gave me the idea to interview Sissy Maroney who runs her own fitness company. How did the fitness industry make it through after gyms being closed?

Getting through the Sissy Maroney boot camp is painfully fun. "The more we move, the better we feel," she'd say. Really? Because all I feel is pain and more pain. "Movement and physical activity improve memory and brain function, Roxana", she would say, along with a list of so many other benefits of exercising she would go on about. Sissy always wants to help people, but what really makes her a unique trainer is her sass, joy, witty humor, facial expressions that say what she is really feeling, lots of giggles, a pinch or two of sarcasm, and a whole lot of faith. Who wouldn't want that in a personal trainer?

Roxana: Tell me how you came to be running your own fitness business.

Sissy: I started teaching group fitness classes when I was in college at Texas Tech where I got my degree in nutrition. I worked for different organizations like Aramark, USAA and Citicorp as a food service director and fitness manager and learned about corporate wellness and how it impacts the bottom line with employees that are happy and healthy. When I became a mom, I started doing personal training and taught classes at the YMCA for 12 years. I lost my job during COVID

at the YMCA and started to look for other opportunities. I decided that I could reach more people and make a little bit more money by expanding my business and taking it online.

Roxana: What does your business look like today?

Sissy: I am an in-home and online Personal Fitness Trainer. I teach in-person and online group fitness classes, Barre and Pilates. I also teach active aging senior fitness classes at a senior center in Bulverde and on-demand on my website.

Roxana: How has COVID changed things?

Sissy: During the pandemic, I was forced to train my clients online via Zoom or FaceTime on my phone. I would also record workouts and send them to clients who wanted a workout for the home since all the gyms were closed. With extra time on my hands, I started researching how to make and edit fitness videos. I also found a platform that makes it easy to house videos, add programming/coaching, and run challenges for clients. The platform also helps with the backside of technology with setting up your website, integrating email services, and taking payments on a secure website.

Roxana: What opportunities do you see ahead?

Sissy: In the new year, I'm hoping to grow my business online and begin marketing my new classes on Facebook, Instagram, and Pinterest. I think Facebook and Pinterest are where my senior population spends most of their time online. I'm also hoping to offer some other classes on my website for my friends and people who

want to do classes that may be a little bit harder. I will also add some online one-on-one coaching and some challenge groups so my clients can have that accountability needed to make "healthy" a lifestyle. My goal is to offer practical tips and ideas for making small consistent changes today that can make a huge difference in their fitness and nutrition goals for 2022 and beyond. What makes my business unique is that I don't market to the mainstream exerciser. My goal has always been to help the novice, the beginner, the one who feels lost in a gym environment, the person who wants to gain strength, balance, mobility, faster reaction time, and improved focus.

There you have it! If you're looking for a personal trainer who believes exercise has the power to heal, empower, and change people both mentally and physically, if you're wanting an on-demand or live zoom fitness class, a fun upbeat and funny personal trainer, Sissy is the one to work with. If she can get me to focus and to exercise, she can do that miracle with anyone. ■

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