

An investment in good health

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Concord -

Concord resident Bob Asher just turned 80. Asher is tall and thin with a twinkle in his eye and a broad smile. One would never know that he was a prostate cancer survivor. Fifteen years ago he had three surgeries to combat the disease. Asher lost a lot of muscle during that time and wanted to get strong again. Fitness was factor in helping him regain and maintain his strength.

“I decided I needed to make an investment in my health and I knew I did not have the discipline to exercise on my own,” he said.

Asher wanted to make a long-term commitment to his health and he sought out a personal trainer to help him reach his goals. He found Phil Morris, owner of The Fitness Group in Concord.



“Phil came to my house 16 years ago to do an assessment, during that time we just clicked,” said Asher. “Phil is not like other trainers, he does not use a formula approach to fitness, he takes a customized approach with each of his clients.”

From Left, Kat Pittinger, Bob Asher and Phil Morris. You may recognize Asher. he was part of the Concord Players in 1977 in the Harold Hill Music Man. He played the lead role of the music man.

Asher goes to the Fitness Group studio three days per week where he does a full body workout including weight bearing exercises, functional exercises (balance, coordination and agility), and aerobic training. At home, his daily routine includes watching his diet, daily walks, stretching exercises and a home program developed by Morris to do on his “off” days.

“It is important to perform a careful assessment of seniors’ physical well being before beginning any fitness program,” Morris said. “We never push a person beyond their capabilities. It is so rewarding to see the progress of our seniors over time. We are currently working with several clients both men and women over 70 years old.”

Today Asher is the picture of health. He looks forward to continuing his fitness routine at The Fitness Group and encourages other senior citizens to assess their health and fitness goals and make an investment in their health. He is a good example that investing in a long-term fitness plan pays off.

The Fitness Group has been providing leadership in personal health and fitness for more than 20 years. With the philosophy that exercise can be an enjoyable, fulfilling and life-affirming process, The Fitness Group provides focused, one-on-one training designed to meet specific needs and goals. The Fitness Group programs include strength training, weight loss, sports specific training, partner and small group training, post rehabilitation, function for life and teen team training. The Fitness Group Studio is at 45 Winthrop St. Suite B in West Concord. Visit the Web site or call 978-371-5515 for information.