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Paul Caminiti of Adrenaline Sports USA holds outdoor group fitness classes for businesses and their employees, often in the companies' parking lots. Classes are conducted outside rain or shine and in any season, he says.

# Outdoor fitness training for the corporate world

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Neither rain, nor snow, nor 90-plus degree weather stops fitness instructor Paul Caminiti from training his students outdoors.

For three years, Caminiti has operated Adrenaline Sports USA, an outdoor workout class that he markets to individuals or to businesses for their employees.

Instead of using equipment found in a gym — ropes, weights and bikes — he uses the natural surroundings to mold a workout plan that changes every day.

Caminiti brings fitness right to the doors — or parking lots — of the companies that pay him a fee, making exercise accessible to those with busy schedules.

His Adrenaline Sports program combines physical fitness with nutrition to create a plan for companies to offer to employees as a way to improve their health while reducing health-care costs.

"This is an organic group fitness program," Caminiti said. "It is done exclusively outside no matter the weather. We train in parking lots, fields, anywhere outdoors. We have people of all shapes and sizes ranging from Olympic caliber to people 80 years old."

Caminiti said his fitness pro-

gram is scalable.

"We don't take a militant approach. It's about achieving small victories. We don't isolate people; we work collectively. They do what they can."

Caminiti saw a void in the physical fitness world.

Though gyms attract people of all shapes and sizes, few promote a mixed fitness program. So he decided to fill in the gaps with a program that brings people of varying ability levels together to do exercises that don't require equipment and that can be done in parking lots, homes or offices.

Caminiti started his corporate fitness program two years ago when SnagAJob.com hired him. He added AECOM as a client a

year ago. And three weeks ago, Markel Corp. joined his program.

With the addition of Markel, he moved the outdoor fitness program to the specialty insurer's parking lot in the Innsbrook Corporate Center, which is larger and can accommodate the group, which has about 75 members.

Adrenaline Sports charges companies a fee based on the percentage of employees involved compared with the total workforce.

He also holds classes in a field near the YMCA's Shady Grove branch, where he charges \$8 per session for YMCA members and \$9 per session for nonmembers. He also offers private training

sessions starting at \$29 for a 30-minute session.

On Wednesday, 34 employees of SnagAJob.com, AECOM and Markel went to Markel's parking lot for the hour-long workout. They also meet there on Mondays.

Tammie Shaw, who works for Markel, has been going to the workout classes for three weeks. She has already seen changes in her body and mental outlook.

Her rheumatoid arthritis prevents her from using machines at the gym. But wanting to work out, she saw the session as a good way to get in shape.

"You see them in their uniforms and you say to yourself 'what did I get myself into,' but I've noticed I don't hurt as much," Shaw said.

Caminiti works with chiropractor Dr. Cherine VanWagner, who also is a nutritionist.

Before and after each session, VanWagner uses biometrics to help develop a nutrition plan for the participants to create a well-rounded healthy lifestyle.

The combination of nutrition and fitness is a major draw for corporations looking to have healthier employees.

Karen Branham brought Caminiti to Markel. She met Caminiti when he offered classes at another YMCA branch.

"Markel is a company inter-



Paul Caminiti said he started his fitness program because few gyms cater to mixed levels of ability.

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ested in health. There are apples in every break room," Branham said. "Knowing what it means for me, I wanted to introduce this to all these people."

Caminiti allows partici-

pants of Adrenaline Sports to attend his group workout sessions at the YMCA that he holds Monday through Saturday at no additional cost.

Giving them flexibility on location and day makes for no excuses in the ability to work out, Caminiti said.

"People hear about us from Markel or the other companies. The groups are

getting bigger by the week," he said.

Also having a fitness center right where you work has made it easy for many to supplement their regular workout routine or create a new one.

Markel employee Brendan Kassebaum works out at a gym on weekends but didn't have time to get exercise he felt he needed during

the week.

"I like it. It is really intense. It's more difficult than going to the gym. I like how it changes up. You can never get used to the program and you can work at your own pace," Kassebaum said.

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