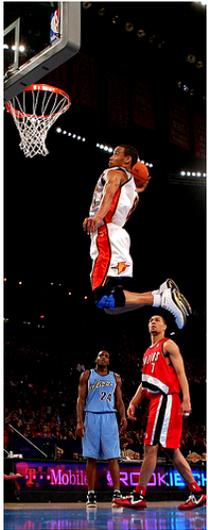


HANGING WITH FRITZIE: THE GOLDEN GIRL OF STRENGTH & CONDITIONING



Interviewed on 10/14/08 By:
Courtney Bauer (CB) and Katie Reeves (KR)
(UC Santa Barbara, Kinesiology Department)

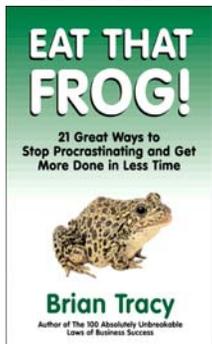
ATHLETE OF THE MONTH



MONTA ELLIS
(BASKETBALL)

**“The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will.”
(Vincent T. Lombardi)**

BOOK OF THE MONTH



It looks like everyone is getting started in the fitness industry today wants to get in the field of Strength and Conditioning. It must be the high-powered world of competitive athletics that makes it so appealing. Well if that's the case, one of the leaders and role-models in this area is definitely Fritzie Villegas. Fritzie is the "Version 2.0" of the sports and conditioning expert and entrepreneur. At the age of 25, she has tremendous credentials and trains high-level athletes on an everyday basis. She's really living the dream and setting the standard of what seems to be everyone's ideal career path in fitness these days.

CB: What made you decide to work in this industry?

Fritzie: Well, the main reason is that it doesn't feel like "work." They say that if you love what you do, you'll never work a day in your life. I'm a perfect example.

KR: On that note, what is your training philosophy?

Fritzie: Train your body to work efficiently and take care of your diet and lifestyle, and you'll be rewarded with a physique that performs at a high level and just so happens to look great. You can't build a castle on quicksand, so sometimes you need to take a step back and make sure that the appropriate foundation is in place. Foundations aren't built with gimmicks; they're built with hard work and scientific practices.

CB: What are your biggest pet peeves in the gym?

Fritzie: To be honest, I'm at the point where I pick my battles – and they're few and far between. When I go to train, I'm not concerned at all about what other people are doing; I'm there to get a job done, so what people on the other side of the room are doing doesn't affect me one way or another. As a coach, it's a bit different. I don't think very highly of all the 'flavor of the week' garbage that's out there nowadays; everyone is out to make a buck on products and programs that aren't impressive at all. Almost everything has its place, but adopting one thing and excluding other valuable interventions is shortsighted and just plain stupid. All things in moderation, you know? And, to be more blunt, my biggest pet peeve about this industry is how many fitness professionals (and I use that term loosely) are giving simply bad advice. I doubt most trainers read an hour in a month. They get their weekend certifications and then do the bare minimum each year just to get their continuing education credits, and the industry as a whole never gets to the next level. It's time that the entire industry started holding itself to a higher standard.

KR: Where do you see yourself in a few years?

Fritzie: Ideally, at some point I'd love to have a training facility geared toward athletes. This would not only allow me to do what I'm passionate about, but give me a solid place to train myself. Every day I train at the commercial gym in San Jose and a little part of me dies. However, I must admit I really enjoy all the "extra-curricular" stuff I do as well: writing articles, producing info products, and giving seminars. I feel like the personal training/performance coaching allows me to keep in touch with what works and allows me to affect people on a small, intimate scale. On the other hand, the extracurricular stuff opens the doors to a huge number of people, all of whom can directly benefit from the things I've learned. In my eyes, it's the best of both worlds.

CB: How would you like to be remembered way down the road?

Fritzie: The best thing anyone can say about me is that I influenced their life or athletic career for the better. I genuinely love what I do and the people with whom I work, and I think people can feel that whether it's me coaching them, writing for them, or speaking to them at a seminar.

KR: Any last words of wisdom?

Fritzie: The secret to enabling you to attain the success you seek is to have that commitment to excellence and unrelenting pursuit of your goal. Don't ever quit! Fall 2x, get up 3x.

HAVE A VERY MERRY CHRISTMASS AND A HAPPY NEW YEAR.