

## Small Business Development Center

### Anytime is Fitness Time for Anytime Fitness Cudahy!

Jennifer Moreau had spent most of her professional career in the corporate environment, sometimes working as many as 60 hours a week. It started to take a toll on her health. When she lost her corporate job, she had an epiphany. She became very health conscious, but was not regimented in her approach. She and her husband, Don, decided the answer was to get into the fitness business and inspire others to lead healthy lifestyles. She went back to school for her MBA, wrote a business plan, researched possible fitness franchises and finally chose Anytime Fitness because it matched their lifestyle. She and Don bought an existing franchise and launched the Cudahy location, under their ownership, in 2008.



In addition to physical fitness, Anytime Fitness Cudahy has added personal training and nutrition guidance to its portfolio to provide a more holistic approach to healthy lifestyles. Her clients value the family atmosphere and the relationships Jennifer has built with them. The business now includes over 600 clients and eleven employees. Her clients include families, individuals and professionals. Seen in the picture is Dr. Joe Mehring, D.C., taking advantage of Jennifer's personal training program. She has recently expanded the facility, adding an additional 2,500 sq. ft. to accommodate more than 1,000 people.

Jennifer has continued her fitness education and is now seen as an expert in the field. She was a panelist at the 2013 American College of Sports Medicine (ACSM) Summit, and at the 2010 and 2011 Annual Anytime Fitness Conferences. In 2011, she received her professional certification from the Aerobics and Fitness Association of America (AFAA).

Jennifer participated in several UWM Small Business Development Center (SBDC) education seminars which helped her refocus her marketing and social media strategies. A side benefit was meeting other small business owners in the seminars and building a great network of connections.



Check out Anytime Fitness Cudahy at [anytimefitness.com/gyms](http://anytimefitness.com/gyms) or stop by 5879 S. Packard Avenue.

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