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SAN DIEGO
JANUARY 2008

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Got Abs?

Meet Three San Diego Entrepreneurs
Who Make Fitness Their Business

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Exercising, eating well and generally taking care of your body are what these diverse business owners practice and teach, 24/7. Sure, they see the inevitable spike of clientele at the start of the New Year, but their collective goal is the same: to keep you looking and feeling your best all year long in one of the fittest cities in the country — even if it means a little tough love.

The [Functional] Muscle Man

Chris Keith, certified personal trainer and founder of BOOTCAMP 619, started lifting weights when he was 9 years old, craving the "all tattooed and yoked up" look of his uncle fresh out of prison. Keith continues that hard-edged approach during his BOOTCAMP 619. "I went to [U.S. Navy] boot camp," he says. "We got the shit kicked out of us — discipline through physical activity." The 12-week camp's locations include Balboa Park, Mission Bay Park and the San Diego Convention Center.

Keith is most known for his work as a personal trainer, often teaching 10 to 14 sessions per day. He can tell if people will be successful in training within the first five minutes of meeting them. "Type A [people] — if they are doing really well in their profession, they'll do well in their program," describes Keith. "Before they start working out with me I request they work out 30 times in 30 days."

He warns clients who have lived their lives without exercise or a healthy diet will find it hard to change their habits. That doesn't mean it's not possible, but he says, "You have to be 100 percent on the money all the time and active every day to make a dent."

This year, Keith is opening up his own training studio. "I feel," he says, "like 2008 is going to be my year."

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