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**FIT MAGAZINE**



Pictured (left to right) Karen Yamasaki, Kim Heying, Cameron Corlett, & Courtney Lardas

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# Table of Contents

**COVER STORY: ICONIX MEANS FAMILY** 07

**CLEAN EATING STILL NEEDS FLAVOR** 18

**TRAINER FEATURE: AARON MCGEE** 25

**THE TRUTH THE FITNESS INDUSTRY AVOIDS** 28

**STRONGER TOGETHER WITH IRON TRIBE** 12

**NATIONAL ENDOMETRIOSIS AWARENESS MONTH** 20

**RISE UP NASHVILLE RECAP** 27

**NASHVILLE'S FIRST-EVER WOMEN'S ONLY FITNESS CLUB** 35



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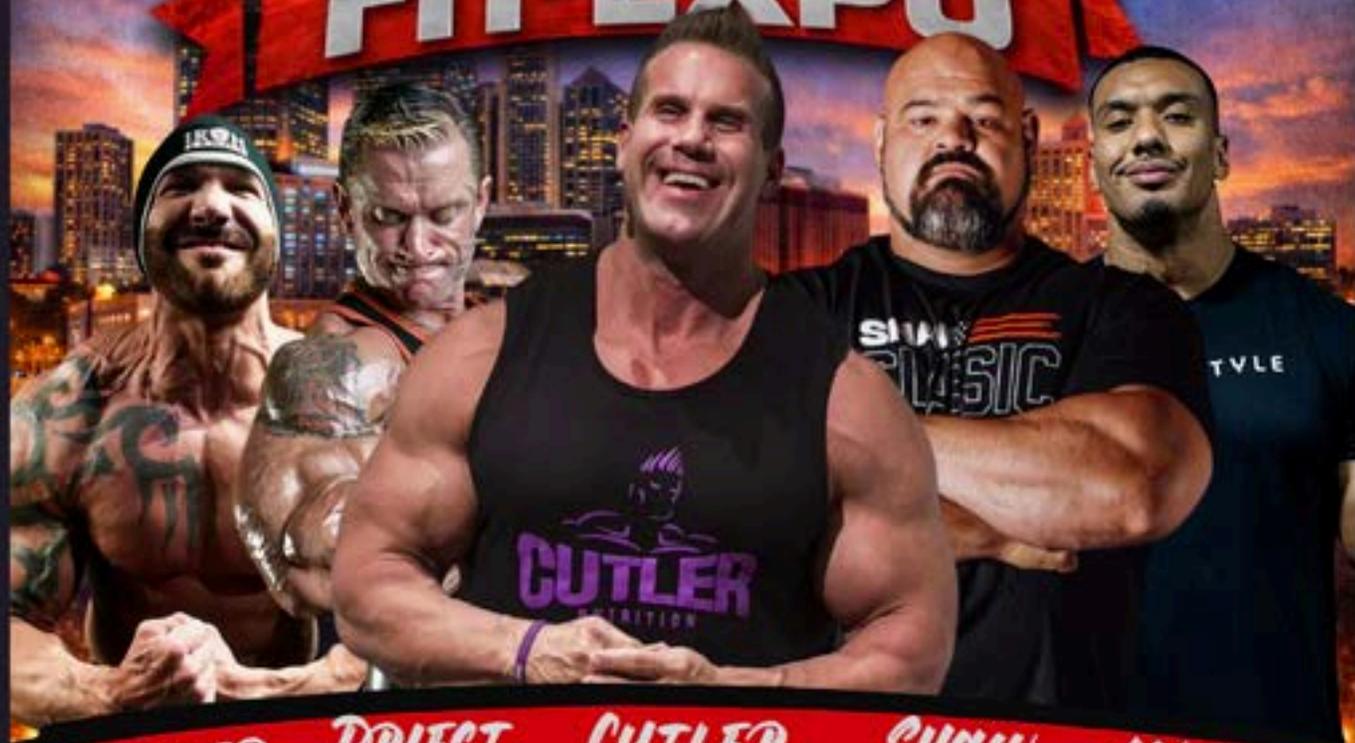
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## FROM THE EDITOR

*Another month, another AMAZING magazine!*

I am truly honored to get to know the amazing people who are bringing their A-game when it comes to the fitness, wellness, health and nutrition here in Middle Tennessee. Not only are many of these pioneers from the Nashville area, but several are coming from all over the world to bring YOU their booming success. From Long Beach to Birmingham to even New Zealand, get ready to meet our newest neighbors and give them that southern hospitality.

We also take a moment to highlight important issues such as Endometriosis, Gestational Diabetes, homelessness, domestic violence and so much more. Because let's face it, fitness is less about showing up for yourself and more about showing up for each other. You will read in this magazine how we are stronger together rather than a part, a lot of times it starts right at home. Many of our stories revolve around family-owned and family-grown businesses. Get ready to meet the many people who spend his or her time at home creating your next favorite brand!

Maybe you will become inspired to do the same!

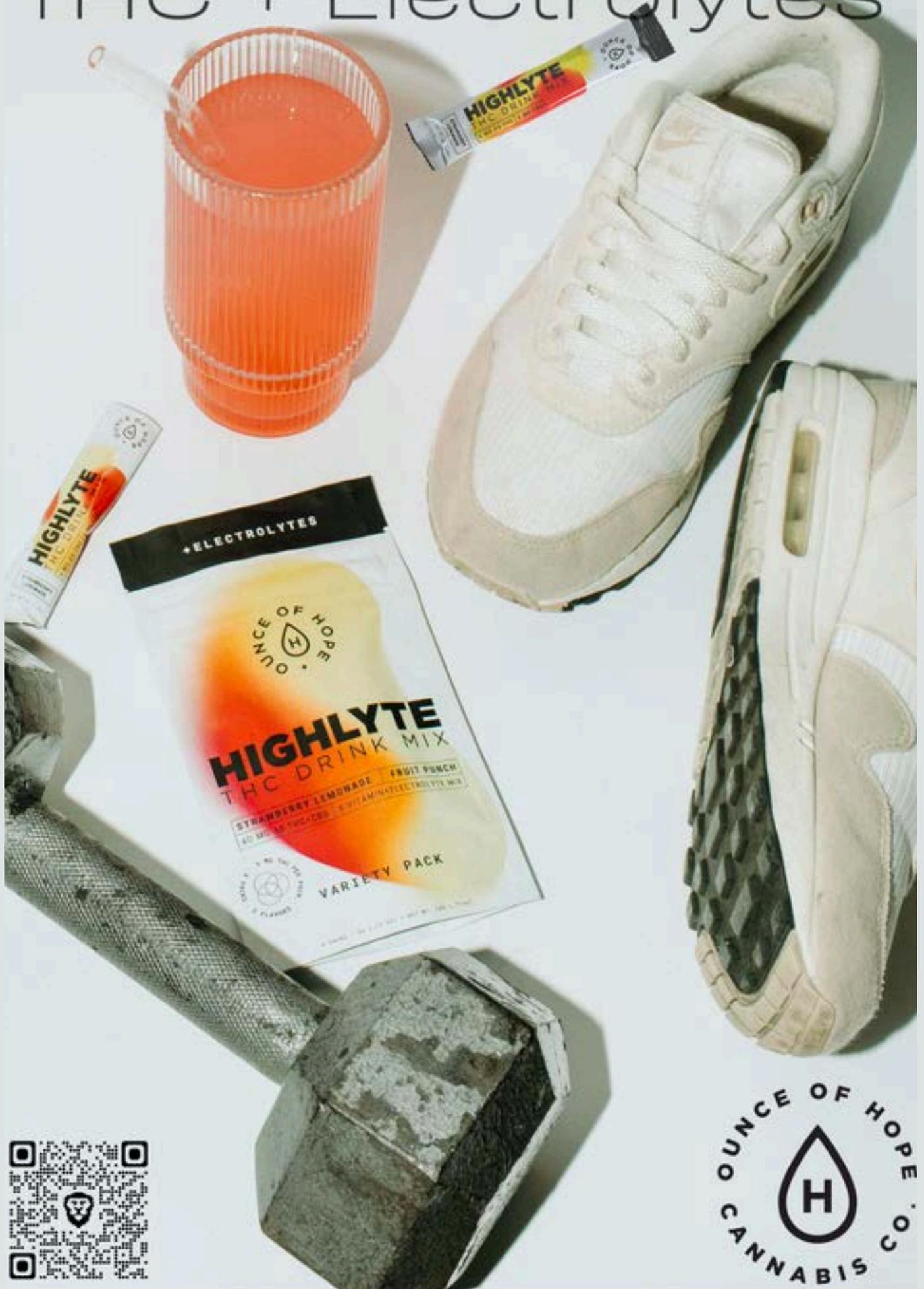
*Tala Shatara*

LEAD EDITOR, REPORTER & HOST



EDITORIALS@NASHVILLEFITMAGAZINE.COM

# THC + Electrolytes



# It's All In The Family:

## How Kurt Schneider Built Iconix—and Why Nashville Is the Next Chapter



COVER / COVER STORY PHOTOS  
BY: SAM CARBINE



(LEFT TO RIGHT)  
JENNIFER EARLYWINE (MOTHER), KATELYN SCHNEITER,  
CAMERON SMOLLER, SAMANTHA SCHNEITER SMOLLER,  
SYDNEY SCHNEITER, & KURT SCHNEITER

***Clean,  
Quality &  
Community***

When Kurt Schneider talks about business, he starts with people.

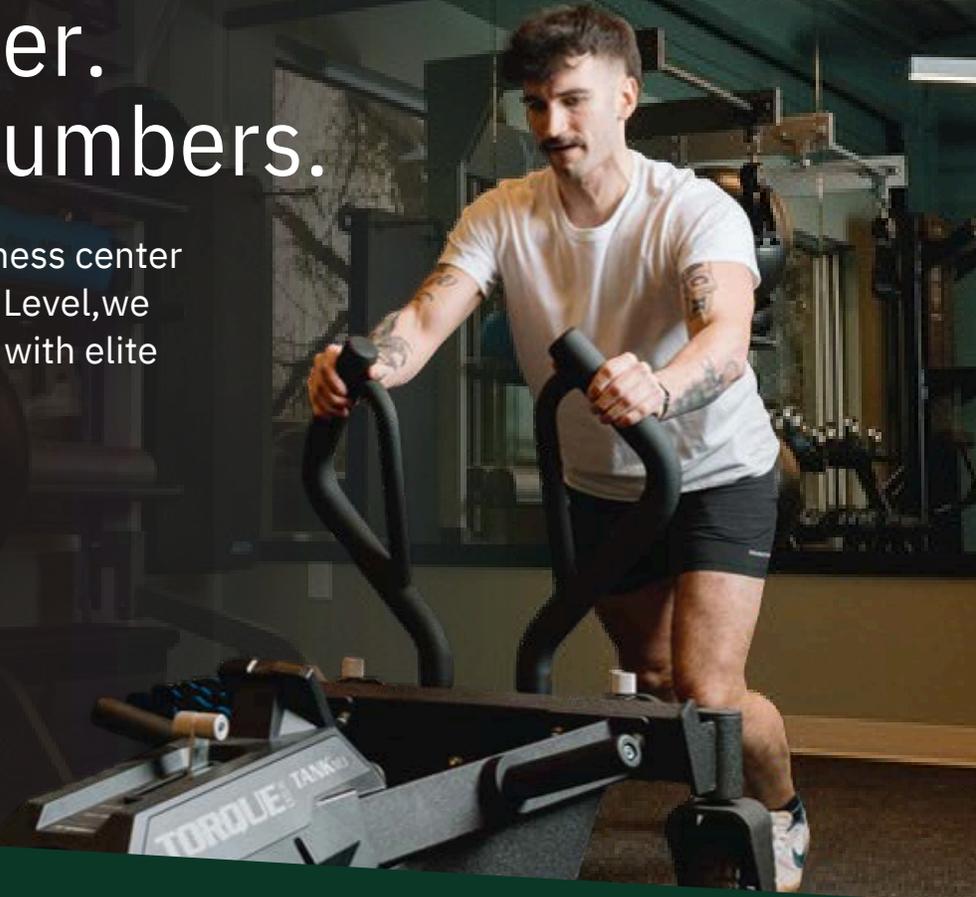
“We’ve done over a thousand commercial real estate transactions. That’s how we make our living,” he says. “But fitness is how we make our life.”

Fitness, after all, is a passion of Kurt and Jennifer’s that they have instilled in their children. This family value has guided every chapter of Iconix Fitness—and it’s why the company’s expansion into Nashville is not a short-term play or a satellite market, but a deeply personal decision. Kurt and his family made the move from California to Tennessee four years ago. For the Schneiter's, this isn’t an outpost. It’s the future.

Schneider never planned to enter the fitness industry. The idea came unexpectedly, mid-flight, after backing out of a restaurant deal. As he talked through next steps with his daughters and wife, the conversation shifted toward what people truly need: connection, consistency, and a place that feels grounding.

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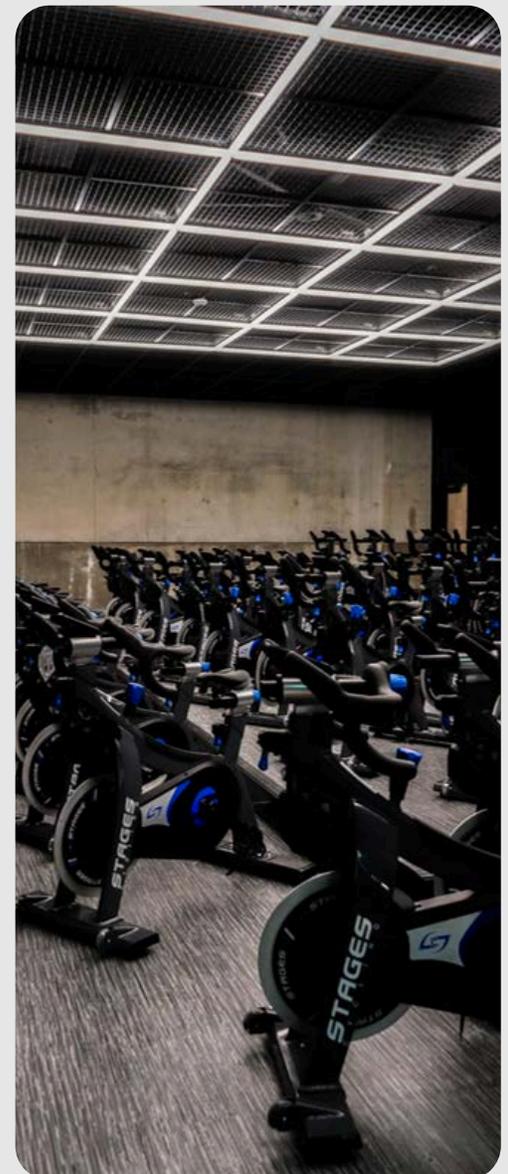
That conversation became Iconix.

Founded in 2017, Iconix was built on three principles—cleanliness, quality, and community—and nearly a decade later, those values remain intact. They are embedded not just in the brand, but in the way the company operates every day.

Iconix is a family business, though not in the sentimental sense. Schneider's daughters have grown alongside the company, each contributing in ways that reflect responsibility and belief in the brand. His eldest daughter, Sam Schneider Smoller, serves as Executive Operations for Iconix as a whole and has relocated to Tennessee to support the Nashville expansion firsthand. Sydney has helped shape Iconix's cultural identity by assisting with Wall of Fame selections at each location, ensuring those honored reflect the brand's values. Grace, now 21, is deeply passionate about fitness and martial arts with advanced belts in Krav Maga, Muay-Thai, and Jiu-Jitsu. She is planning on teaching a self-defense class at Iconix. The youngest, Katie, now 15, has been part of Iconix since she was six years old. Katie began working at the first neighborhood location greeting guests and folding towels, learning about the importance of good hospitality. She is looking forward to serving members in the same way at the Nashville location.

Beyond the family, Iconix's strength lies in its leadership continuity. Adam Armbrust, now National Director of Membership and Nashville General Manager, has been with Iconix for ten years, helping shape the company's membership strategy and growth across markets. Ricardo Rodriguez, National Director of Personal Training, alongside Paul Kolososki, Nashville Director of Personal Training and Recovery, have spent years developing the performance and recovery systems that define the brand's training philosophy. Cameron Corlett, Nashville Membership Director, and Courtney Lardas, Personal Trainer, both relocated from the Long Beach location, bringing with them years of experience and deep familiarity with the Iconix culture. Samuel Mason, a Nashville local, Director of Group Fitness and Operations and has been a respected group fitness instructor in the city for years, previously at Soho House and other leading fitness studios. Shea Doby, Assistant Operations Director, and Karen Yamasaki, Membership Advisor, relocated from the Inglewood location after two years with the company to support Nashville's launch. Supporting the Schneider family behind the scenes is Kim Heying, who has played a key role in managing and organizing the family's growing business operations as Iconix continues to scale thoughtfully. The majority of Iconix's management team moved from Los Angeles to Tennessee—an uncommon decision that underscores their belief in the brand and their commitment to its long-term growth.

Iconix is designed as an all-encompassing fitness destination. The Nashville location spans more than 40,000 square feet and offers multiple strength floors, performance rooms, recovery services, and an expansive group fitness schedule with approximately 100 to 120 classes offered each week. These include strength, conditioning, spin, yoga, barre, Pilates, dance, heated classes, HIIT, breath-work, and sound baths. Crucially, every one of those classes is included in membership—even at the lowest tier.



“We want you to be able to go one place that costs less than going to a private studio for unlimited classes, and also have access to the best possible equipment you can ever think of,” Armbrust says.

Iconix places equal emphasis on personal training and group fitness, staffed by a deeply experienced team with years of knowledge across disciplines. Trainers and instructors are selected not just for credentials, but for their ability to connect, coach, and elevate members at every stage of their fitness journey. The result is a gym where elite-level expertise feels accessible rather than intimidating.

Cleanliness and comfort remain non-negotiable. Locker rooms are meticulously maintained, designed to feel as elevated and pristine on day one hundred as they do on opening day.

Beyond the gym floor is The Nix, a cafe under the Iconix brand that extends its lifestyle ethos into hospitality. Run by Kale Evans, a New York restaurateur and former owner of Charley Street, The Nix offers a thoughtful, community-driven cafe experience designed to complement training and recovery rather than distract from it.

Iconix Nashville also features ION Recovery, a dedicated recovery suite available as an add-on to membership. The space includes a two-seater hyperbaric chamber, cold plunges, cryotherapy, a NEO red-light therapy bed, lymphatic compression, PEMF mats, IV therapy and vitamin shots, along with spa services and both private and communal saunas. Designed to support performance and longevity, ION reflects Iconix’s belief that recovery is an essential part of sustainable training.

At its core, Iconix is not about equipment or amenities—it is about connection.



“Most gyms think they’re in the fitness industry,” Schneider says. “We’re not. We’re in the connectivity business.”

He makes a point of meeting members, asking how staff are treating them, and introducing people to one another. His goal is simple: that every person who walks into Iconix leaves feeling a little less alone.

As the Schneiders make Tennessee their home and the leadership team plants permanent roots in Nashville, Iconix is embracing the city not as a market, but as a community. Growth, for Iconix, has never been about scale alone. It has been about building something that lasts. From family conversations and long-standing leadership to a team willing to relocate for the brand, Iconix remains a company shaped by belief, commitment, and care.

“The real success isn’t the gyms we build,” Schneider says. “It’s the family we build inside them.”





APRIL 25, 2026

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# IRONTRIBE™

## Stronger Together



For Jamie Warren, Iron Tribe Fitness keeps the word **tribe** at the center. What started as a personal passion for group workouts has grown into a thriving Nashville franchise, with four locations under his belt: Franklin, Belmont, Brentwood, and Belle Meade. Built on intentionality, relationships, and real results, Iron Tribe isn't just about fitness, it's about creating a community where members, especially those in a mid-life demographic, thrive, challenge themselves, and feel truly seen.

"You want to see anybody that's set up for success, and you know it's going to start with how they steward their body," Warren said.

This type of mission was born out of Warren's own personal journey with fitness, and he sees a little piece of himself with every member who walks into his gyms.

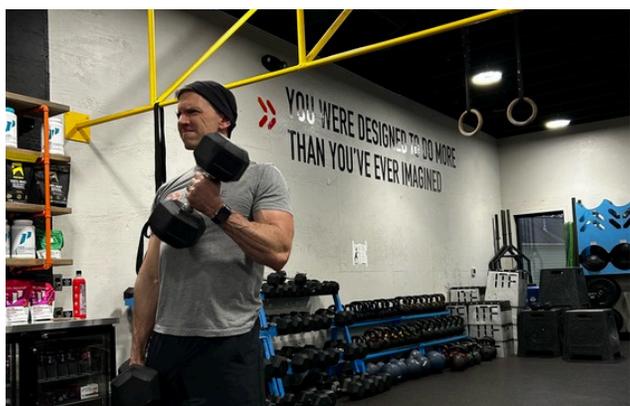
"I get the most excited about when people come to us for the first time," he shared. "The reality that I've gone from happy client to franchisee in Nashville to CEO of the entire brand is the unique fact."

But how did he go from Iron Tribe member to Iron Tribe gym owner?

*Read more to find out!*

Warren's friend, Forrest, invited him to join a clean water ministry in India called Neverthirst, which brings clean water to remote villages and supports community development. "I was there to help support Neverthirst through fundraising," Warren said. But one morning in a hotel hallway, he noticed Forrest doing jump rope exercises and immediately felt drawn to his workout. "The workout just completely destroyed me," he admitted. "But it was something that I felt challenged by, and I wanted to go back and I got hooked."

When the first Iron Tribe location opened in 2010, Warren and his wife became founding members. "I loved it and got hooked. We were working out together and living a similar lifestyle. There was this new identity around working out together. I felt like I was on a team again," he said.



Soon, Warren's involvement grew beyond membership. By 2014, he bought out the first franchisee group, that also had some Nashville locations, eventually buying out the corporate stores and the franchise business in 2025.

His partners became the second franchisees, opening their first location in Belle Meade. He also ended up buying the entire first franchise locations and has more Iron Tribe locations beyond Middle Tennessee under his belt.

Iron Tribe's members reflects Warren's own evolution into the gym. "If you look at all of our demographics, our average age is 44," he said. "More than 50 percent of our client base, brand-wide, is above the age of 40. Warren and his staff are doubling down on helping members over 40 not just work out, but turn every gym session into fuel for a vibrant, active life outside of the gym.

"We cap our client rosters at 300 people. because that model doesn't support the kind of experience we want to deliver," Warren explained. This allows for intentional coaching relationships, semi-private training sessions, and a sense of belonging that Warren considers the cornerstone of the brand. **"Our tribes are stronger together," he shared.**

Warren wants everyone to find meaningful relationships at the gym whether with each other or with Iron Tribe trainers. "You're going to feel seen, known and loved," Warren said. "Your coach is going to know you, your body, your family, your kid's names, what you do for a living and what you're trying to accomplish."

Warren also spends his time leading by example. He attributes his own success in health, fitness, and entrepreneurship to intentional self-care.

"I get seven hours of sleep every night. It's non-negotiable. I drink at least half my body weight in ounces of water every day. I have a whole foods, clean diet that's very high in protein. And I work out at least four days a week," he said.

This dedication allows him to juggle the demands of running 8 locations, parenting three sons and maintaining his own active lifestyle.

In result, he has also learned how to combine his demanding lifestyle.

All of his sons are active, including his son, Jonathan, who has down syndrome and autism. Warren said ever since he became a gym owner, he can go to the gym whenever he wants and both him and Jonathan have made a weekend routine out of it. "We always go out for pancakes afterwards. He earns the pancakes," Warren laughed.

Iron Tribe's training philosophy has also evolved over the years. While the brand started as a CrossFit affiliate, Warren emphasized that today, the focus is on longevity, community, and health. "It's about community and health for the long haul, especially for our core client," he said. "It's really more about that than this ultra-competitive gym that is pushing you to the max all the time."

The gym's programming is designed to ensure every member feels part of the tribe. "We have group classes where everyone's doing the same program, modified or scaled based on their fitness history. Or our semi-private personal training sessions, where instead of 15 people in a class, you might have only five," Warren explained. "It's really about the kind of experience that either of them want. But in either place, you're going to feel seen and known."





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“Iron Tribe members also enjoy brand-wide access, allowing them to work out at any location nationwide. From Tennessee to Alabama to South Carolina, you will always be able to get plugged in to your nearest Iron Tribe. “It feels like home,” Warren said.

For Warren, the message is clear: fitness is not a luxury—it’s a necessity. “Some people consider it a luxury. Some people consider it ‘if and when I have time.’ But it is a necessity, and you really should treat it like that, because your body will thank you later for it,” he said.

With Iron Tribe Fitness, Warren has created a model that combines coaching, community, and careful attention to client needs—a place where members not only gain strength but also a sense of belonging and purpose. “It’s way more than a gym. It’s a system for people to maximize and get the most out of the rest of their lives,” he said.

Warren is ready to help you or someone you know take that first step. In his words: “Your body will let you know later if you haven’t done that.”

Visit their website ([irontribefitness.com](http://irontribefitness.com).) to find a location near you and get plugged in with a **tribe for life**.



**“You can’t show up at 100 percent for your people with all the areas of your life if you’re not taking care of yourself.”**  
**– Jamie Warren**

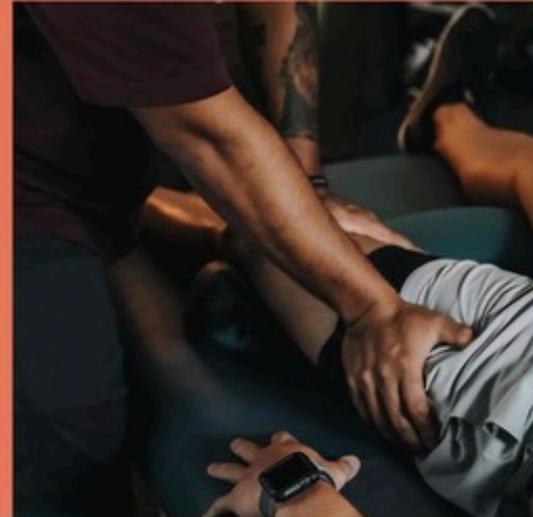




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# When Clean Eating Needed Flavor: The Family Story Behind Baresöl Spice Co.

EST 2025  
**BARESÖL**  
*Spice Co.*

What started as a pregnancy health challenge quickly turned into a purpose-driven business for Tyler and Jeri Horne, founders of **Baresöl Spice Co.**

During Jeri's third pregnancy, she was diagnosed with both gestational hypertension and gestational diabetes. Determined to manage her health, and protect their baby, the couple knew something had to change.

The shift posed as a challenge, considering Tyler had never cooked with this new type of mentality in mind.

"I'm generally cooking soul food, Deep South recipes, often not really as concerned with sugars and salts and all these different things," Tyler said.

The couple did what anyone else would do in this situation, find a better diet. The family adopted a more Mediterranean-style approach, but still noticed unexplained spikes while tracking Jeri's blood sugar and blood pressure. That's when they took a closer look at the seasonings they were using.

"We started reading the nutritional labels," Tyler said. "They were filled with so much sodium and ingredients that you can't pronounce, as well as a lot of sugar in foods you would never expect. Even garlic salt would have sugar in it!"

Instead of giving up bold flavor, the Hornes decided to take matters into their own hands. "We started experimenting and just making our own blends with seasonings that we would normally use in our cooking," Tyler said. "We decided to make these blends and remove all the sugars and heavy salts."

The couple soon found that small changes like that actually worked. Shortly after this new discovery Jeri successfully managed her pregnancy through diet, and the couple welcomed a healthy baby girl, who recently turned one.



The Horne family quickly saw how a small and overlooked problem can easily be reversed, and knew they had the ability to help do the same for other men and women.

Now based in Tennessee, the Hornes officially launched Baresöl Spice Co., selling directly through their website and shipping nationwide.

“Our first line available is called Söl Purpose Blend,” Tyler said. “It comes with four flavors. We have an original, spicy, lemon and seafood blend.”

The confidence to launch didn’t come out of nowhere. Tyler grew up in the restaurant industry and has seen firsthand how to be successful in the kitchen. “My father managed restaurants pretty much all my life,” Tyler said. “I also cooked since I was *like* six years old,” he laughed.

Alongside Tyler’s cooking skills, Jeri says her family has shown her from a young age that becoming a business owner is possible with the right support system.

“I grew up in a family where we were largely entrepreneurial...*nothing’s impossible, right?*” she expressed. “As long as you’ve got all the right things in place and you’re willing to put in the hard work and do it, it’s not unattainable.”

Baresöl Spice Co. started as a family venture and is continuing to do so. The couple’s three young children, ages one, three, and five, have become fans too.

“Our five-year-old is quite the picky eater,” Tyler said. “But something new that we’ve done is slicing cucumbers with a little olive oil and our lemon blend. The kids absolutely kill it.”

The Baresöl Spice blends have left not only a lasting impression on the Horne family, but also on countless people searching for flavorful ways to support their health without sacrificing the foods they love.

“The food is not only good, but better,” Tyler said. “Every time we have friends over or a party, we would use the blends and would get compliments all the time about how good it was.”

That mindset carries into how the Hornes are growing Baresöl Spice Co. and the true mission behind the bottle.

“A really big proponent of what we do is to hyper-focus on community and gather at the table in a way that is both healthy and filling,” Jeri said. “We are feeding the soul.”

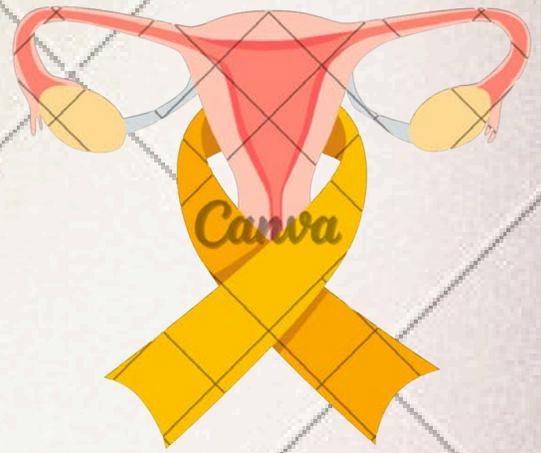
Looking ahead, the Hornes are already developing new products and flavors, including options in a sweet category that still align with their health-conscious mission.



# Baresöl Recipe

# *National Endometriosis Awareness Month*

## *News 2 Chief Meteorologist Danielle Breezy Shares Her Experience With Endometriosis, Surgery and Recovery*



Danielle was diagnosed with endometriosis, a chronic condition in which tissue similar to the uterine lining grows outside the uterus, often impacting the ovaries, fallopian tubes, and pelvic region. The result can be severe pain, chronic inflammation, and fertility challenges. Despite affecting millions of women worldwide, endometriosis remains one of the most under-diagnosed and misunderstood conditions in women's health.

Overtime, this diagnosis became something Danielle couldn't ignore anymore.

"I think I always had an inkling something was off," Danielle said. "I had periods, and then they just disappeared on me. I would go like a year without them."

Doctors initially treated the symptoms with birth control, a solution Danielle would rely on for more than two decades.

"That was really just a quick fix," she said. "I always had a lot of pain during my cycle—the cramping was heavy-duty. I just felt like something was off."

It wasn't until about six years ago that Danielle finally received clarity. Despite normal imaging results, doctors continued searching and an exploratory surgery revealed stage three endometriosis.

"Unfortunately, I had some really rough experiences where nobody believed me or cared," Danielle shared.

Her advice? "Don't take the first no for a hard no."

After her regular physician stepped away from women's health, Danielle was left navigating a complex condition with few answers and a lot of pain—until a close friend referred her to The Nashville Center for Endometriosis and Fibroid Surgery. There, she met Dr. Roseann Maikis, MD, a specialist in endometriosis excision.

Danielle Breezy has guided Middle Tennessee through some of its most chaotic moments. As Chief Meteorologist at WKRN News 2, she's the calm in the chaos—breaking down tornado threats, winter storms, and unpredictable weather patterns with steady confidence and reassurance.

However, just weeks after appearing on the Nashville Fit Magazine cover alongside her husband, radio personality Joe Breezy, Danielle found herself facing a storm no radar could detect. For the first time, Danielle is publicly sharing her health journey, one marked by years of pain, dismissal, and unanswered questions. She is now finally listening to her body while opening the door for thousands of women to do the same.

During Danielle's first appointment, Dr. Maikis performed an ultrasound and found that her original endometriosis diagnosis was much more serious and time-sensitive. "She said, 'There's a mass on your uterus,'" Danielle recalled. "It was around four centimeters and a third of my uterus was covered."

Dr. Maikis explained that without definitive treatment, the condition would continue to affect Danielle's health for the rest of her life. "She said, 'If you do not want children, I highly suggest you have a laparoscopic hysterectomy.'"

In a world that constantly asks women when motherhood will begin, the weight of the decision was heavy.

"People have always said, 'When's baby Breezy coming?'" Danielle said. Before deciding, she turned to Joe. "He said, 'I'd rather have you than have a baby,'" she shared. "It was a no-brainer for him and a no-brainer for me."

Within a month, the decision was made to have a laparoscopic hysterectomy, which would remove Danielle's fallopian tubes, cervix, uterus and the endometriosis that infiltrated that area for years.

Danielle says that although it is scary, there are now many technological advancements that help make the process easier and minimally invasive. She underwent surgery with the help of the DaVinci robotic system, a technology Dr. Maikis helped pioneer in Nashville. The advanced system allows surgeons to operate with exceptional precision through tiny incisions, often resulting in less pain, minimal scarring, and faster recovery.

"It was a long day," Danielle said. "People don't realize the process before surgery." Recovery required a dramatic slowdown for someone used to constant motion. "I couldn't lift anything over 10 pounds for six weeks."



At home, Danielle leaned into intentional healing, focusing on hydration, electrolytes, and protein to support recovery. "I relied a lot on protein shakes at first," she said. "You're not eating much, but your body still needs fuel." Greek yogurt, prepped meals, and support from friends and family made the transition smoother.

Physically, Danielle felt strong, however, she was not expecting the emotions to follow. "I cried for no reason multiple days in a row," she said. "It's an emotional thing when you take out your women's parts, even if you weren't going to have kids. That window is closed."



PHOTOS BY: SAM CARBINE

She emphasized the importance of sensitivity and patience when supporting women through similar experiences. She says her husband Joe showed up for her during a time she was forced to take a major pause. For someone in the public eye, sharing such a personal story wasn't easy, but Danielle knew it mattered. "I feel like my Facebook page is a great forum," she said. "When I say something, people connect with each other and I love that!" She wanted to remind people that health isn't always visible. "I may look really healthy on the outside, but my inside might not be," she said. "I was putting on a smiling face while dealing with all of this."

Danielle recalled quietly cramping off-camera, waiting for the countdown to return on air. "I felt like nobody talks about this." Once she shared her story, the response was overwhelming. "So many women, 'I've been through this. My daughter went through that,'" she said. "It shouldn't be taboo." Now, Danielle is gradually returning to her fitness routine while continuing her recovery—physically, emotionally, and mentally. She's also part of an online support group for women navigating endometriosis and related conditions. "Without my friends, family, and Joe, I don't think I'd be back so quickly," she said.

In a career defined by forecasting what's ahead, Danielle Breezy's most powerful message may be the one she's sharing off camera: trust your instincts, advocate for your health, and never weather pain alone.

Stay connected with Danielle on Instagram and Facebook for behind-the-scenes moments, recovery updates, and a look at life beyond the forecast.

Entrepreneurs are wired to solve problems. For Josh Hudson, the problem was personal. He saw how men and women were living below their potential - exhausted, stressed, and out of balance, and realized the missing link was optimizing their hormones. From that vision, Optimize U was born: a health and wellness brand built to help people age with confidence, clarity, and strength. Today, Optimize U is helping thousands of patients across the U.S. unlock their full potential: mentally, physically, and sexually.

**“NORMAL  
is not OPTIMAL”**

Josh Hudson, CEO of Optimize U

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**“We weathered the storm. My wife and my family, were so supportive and encouraging.”**

## **AARON MCGEE TURNS SETBACK INTO PURPOSE**

On November 7, 2024, Aaron McGee’s life shifted in a way he didn’t see coming.

He was working at Tennessee State University while pursuing his doctorate in educational leadership, steadily building toward his dissertation season in the spring. At home, he was a husband of nearly 11 years and a father to two young children. Momentum was building in every direction, until it suddenly wasn’t.

He found himself in a company-wide lay-off that made him question, ‘what’s next?’

The loss didn’t just disrupt a paycheck—it disrupted identity, routine, and forward motion.

“This was a huge mental blow to me,” McGee said. “It impacted my entire household.”

For nearly a year, McGee found himself navigating uncertainty. He describes feeling underemployed for nine to ten months before regaining full employment in August 2025.



Over the next 10 months, McGee found himself underemployed and often discouraged. But in the middle of instability, an idea that had quietly been forming during the pandemic came back to the surface. During the Covid-19 pandemic, McGee leaned into his own health and wellness, which led to a larger realization. He learned that his interest not only in fitness was a hobby, but also a potential career path for him too. “I’ve always wanted to be a trainer. I’m at the gym every day. I want to get my certification. I think now is the time,” McGee said.

Within a week, McGee was hired at TrueFit Athletics Club in Antioch under a temporary license and hit the ground running. “They just let me in and they trusted me immediately!” he shared. “They saw me in there every day and I’m a really disciplined person, especially around fitness.”

TrueFit didn’t just give him a shot, they invested in him, helping him pursue his National Academy of Sports Medicine (NASM) certification at a significantly reduced cost. More than income, the opportunity restored direction and belief in himself. “It gave me a new goal and a new focus to kind of distract me from the major blow I had just taken,” he said.

What followed was growth, not just professionally, but personally. Before entering the commercial gym space, McGee primarily trained with former athletes. At TrueFit, he began working with everyday individuals seeking more energy, more mobility, and more longevity. “It allowed me to learn how to work with the person who was just trying to have more energy at work or have more energy when they’re walking up a flight of stairs.”

He found that fitness is a much-needed activity for every**body**.

One client preparing for retirement reframed fitness entirely for him.

“Her biggest goal was to be healthy enough to spend the money that she’s made,” he laughed.

His role in education allows him to approach personal training on a deeper level. Currently, he is deep into his dissertation and on track to become Dr. Aaron McGee in 2026. He sees no separation between scholarship and strength training.

This is positioning me to become a stronger researcher and a stronger practitioner,” he shared. “I get to put that in my training practices by developing more in-depth plans for my clients.”

That long-haul approach prioritizes sustainability and hopes to be a part of his client’s journey far into the future.

In a saturated industry, McGee distinguishes himself through accessibility and depth. “I travel to my clients, so I meet them where they are,” he mentioned.

He also prioritizes keeping his schedule manageable, ensuring every client gets more one-on-one. quality time.

At the core of his coaching philosophy is his faith in God and His calling for McGee’s life.

“I have a clear passion, desire and proclivity to inspire hope in the hopeless,” he shared. “A lot of people are hopeless around their abilities to transform their bodies and their minds, but I believe it’s possible!”



At home, fitness is woven into family life too. He stretches daily, sometimes joined by his children. And when she sees him heading out for a workout? “My daughter says, ‘Are you about to work out?’ I’m like, ‘Yeah, big kids need P.E. too,’” he laughed.

Before ending our conversation, McGee expressed his appreciation to Lance Blocker, owner of Block Fitness, who allowed him to conduct a photoshoot, free of charge.

He also offered a final takeaway he hopes you will carry within yourself. “Believe in yourself, have fun and try something new every day. You don’t have to do the same thing. Make fitness fun.”

From unexpected loss to renewed purpose, Aaron McGee’s story is a reminder that sometimes the heaviest lift isn’t on the barbell, it’s choosing to move forward no matter what.

# NASHVILLE FIT UNITES CITY THROUGH HOPE AND HEALING

Rise Up Nashville brought together volunteers, service providers, and local residents for a full day of care, connection, and action in November 2025. The day took place at Proclamation Church in South Nashville, where attendees participated in a variety of activities designed to address both immediate needs and long-term well-being.

The morning kicked off with a Resource & Wellness Fair, featuring winter clothing distribution, hot meals from local food trucks, and access to housing, mental health, and employment services. Guests also enjoyed spiritual support through prayer tents and encouragement stations, while volunteers and service providers connected face-to-face to strengthen the fabric of community care. "This event means change, it means serving. It means connecting with our mission. Our mission is to make Middle Tennessee a healthier place. It's a Nashville Fit mission," said Nashville Fit Magazine co-owner Terry Barga.

Powered by Nashville Fit Magazine, WellPoint, Metro Nashville and Salt Project, the citywide initiative focused on supporting Nashville's unsheltered population while caring for the caregivers who serve them daily. The focus shifted to wellness for nonprofit and outreach workers, offering chair massages, acupuncture, chiropractic consultations, gentle yoga, and a quiet recharge lounge. "It was amazing how the connections through Nashville Fit have kind of led us here and have given us this opportunity to get involved and give back to the community," said Natalie Kennedy, co-founder of Salt Project.

The day was not just about meeting immediate needs, it was about building relationships, fostering trust, and inspiring ongoing support. From children leaving without homes to adults hesitating to engage, every moment highlighted both the challenges and the resilience of Nashville's unhoused neighbors. "The thing that I'm most proud of today is that I enjoy seeing those individuals come and attend and let their guard down just for a moment," said Nashville Fit and B2 Wellness owner, Vanessa Hampton. "They just trust that there are people who are out here who are trying to do something positive for them."

Nashville Fit says that Rise Up Nashville is just the beginning. Through partnerships with local organizations like Second Harvest Food Bank, Room In The Inn, and ShowerUp, the initiative aims to create sustainable pathways to housing, employment, and health for Nashville's most vulnerable. "I've always said since we moved here in Nashville, we want it to be a church, not just in the community, but for the community," said Proclamation Church Pastor Derrick Lelain.

For those inspired to join, support, or volunteer in future efforts, Nashville Fit Magazine encourages reaching out to [info@nashvillefitmagazine.com](mailto:info@nashvillefitmagazine.com) to help continue this powerful movement of care and connection.



RISE UP  
NASHVILLE

**GERELL WEBB**

**CONTRIBUTOR**



## **THE TRUTH THE FITNESS INDUSTRY AVOIDS**

*Before you read this I need you to know that this is not another DEI article. This is not me complaining about someone trying to hold me back, because I don't believe that's possible. I am the MASTER of my fate. However, this is a reality that most don't have to think about. This article was written just for that – to get you to think. If you feel something, good. That means I did my job.*

*Happy reading.*

Fitness doesn't start with equipment; it starts with belief. Belief in the system, belief in the coach, and belief that the space was built for you. Walk into most gyms, scroll the top fitness platforms, or open the manuals that certify the industry and you'll notice the same faces leading the conversation, the same voices defining health, and the same culture deciding who belongs. Meanwhile, the people most affected by health disparities (Black and Brown people) are rarely centered in the system that claims to serve them. This isn't coincidence; it's design. Fitness is built by people, for people, and representation in that system should just be cosmetic.

People don't commit to systems they don't trust. They don't follow leaders they can't relate to, and they don't stay in spaces that don't feel built for them. Adherence isn't about motivation; it's about identification. When someone sees a coach who understands their world, their schedule, their stress, their culture, and their reality, fitness stops feeling foreign and starts feeling possible. Representation creates permission, permission creates action, and action creates results. That's not marketing; that's human behavior.

The fitness industry sells programs, certifications, and protocols, but the real product is trust. Trust makes people show up, trust makes people stay, and trust makes people change. Trust is built through connection. Black trainers don't just coach bodies; they coach context. They understand the barriers that don't show up on spreadsheets. Barriers like access, time, money, food, generational habits, and survival-mode thinking. They don't just prescribe workouts; they build systems that fit real life.

The fitness industry loves Black culture, the music, the slang, the aesthetics, the energy. All packaged, repurposed, and sold at scale. But when it's time to decide who leads, who gets funded, who gets the cover, and who gets the microphone, the faces often change. Culture is consumed, but people are filtered. That disconnect isn't accidental; it's structural.

Nashville is the perfect example of this. Our fitness scene is very divided. I want you to think about the last fitness event, group class or even big box gym that you went to.

## Now ask yourself these questions:

What type of music was playing? Who were the majority of people there? When was the last time you went somewhere and were the minority? If you were the minority would you continue going to that place or buy a membership?

If you're thinking black and brown people don't work out places like Tara Training Studio, The Lab, Work it Pilates and so much more all prove that's not accurate.

The Nashville Black Wellness Collection proves that people of color are making health a priority. So why doesn't the industry recognize that?

Across the country and online, Black coaches are building new models of fitness – community bootcamps that replace intimidation with belonging. Real people, real lives, and real results. Representation isn't a DEI slogan; it's a business advantage.

Don't believe me. Look at the success of Peloton. Brands with diverse leadership reach more people. Gyms with diverse coaches retain more members. Platforms with diverse creators build deeper loyalty. People don't buy products; they buy personality, identity, belonging, and belief. If your brand doesn't reflect the real world which is diverse, you don't have a funnel problem, you have a people problem.

This is the truth the industry avoids: people train harder in spaces they feel they belong, commit deeper when they feel understood, and perform better when they feel seen.

Representation changes psychology, psychology changes behavior, and behavior changes results. Representation isn't about diversity; it's about dominance.



## Follow along with Gerell Webb and join the movement:

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# THE YARD GYM

## Nashville The World's Most Balanced Workout is Coming



West Nashville is welcoming a new kind of fitness experience, one built on balance, community, and growth both inside and outside the gym.

Opening in March 2026, The Yard is a boutique fitness studio founded by husband-and-wife duo Zach and Kellie, who bring a passion to the fitness space.

Rather than coming from personal training or gym ownership, the couple entered fitness entrepreneurship unexpectedly.

"I actually do not come from a health and fitness background. Neither does my wife," Zach said. "For us, we actually both come from sales leadership."

That background shaped the way the couple views fitness, not just as physical training, but as a spark that fuels growth in every area of life. "What we love so much is seeing people grow and seeing them progress in their daily lives," he said. "Not only within their job, but outside of that. When you start seeing people do well, physically, they really do progress in all aspects."

That same mindset has transformed both Zach and Kellie's lives as well. "We've seen fitness impact our lives tremendously, and it benefits so much across the board."

When Zach came across The Yard, he also found the culture to follow the same mission too.

"The Yard originated in Australia. Dan Bova is the founder," Zach explained. "He really wanted to build a place that functioned from both the strength side and the cardio side, but also a place that people felt different being a part of."

After the initial interest to own and operate The Yard in Nashville, Zach was set up with all the bells and whistles to succeed in this space.

While they are based in Australia, Zach says the down under team is always ready to assist in anything they need.

“They are always there for us. All of the setup, all the social media, the programs behind the workouts and overall, everything is already built for you.

To keep everything cohesive, you will experience exactly what it feels like to work out at The Yard Australia, no matter which location you choose.



What sets The Yard apart is its dual-zone setup, offering two distinct but complementary training programs under one roof.

“It’s uniquely designed, Zach explained. “One side is called Rig, and the other side is called Turf.”

The Rig focuses on strength training, emphasizing compound lifts, functional bodybuilding, and core stability. The turf side centers on conditioning and aerobic fitness.

Both workouts run simultaneously, allowing members to choose what best fits their needs each day.

On the strength side, the goal is to place participants into an eight-week program designed to progressively build toward attempting a one-rep max by a designated week. Zach explained that the Turf workouts incorporate a variety of hybrid-focused equipment, including dumbbells, kettlebells, bodyweight movements, and running.

However, The Yard caters to every and all fitness levels. “It does not matter if you’re a day one athlete or a day 100 athlete,” Zach said.

In addition to strength and conditioning classes, The Yard will also offer Pilates and yoga each week to support recovery and mobility.

“That’s an opportunity for another class based off of your training program,” Zach said. “Being able to cool the body down when you’ve been doing cardio and lifting weekly.”

But beyond the workouts, Zach believes the true differentiator is the culture.

“It’s a place for you to come and feel a part of something bigger while also embracing it with others,” he said.

The standardized global programming also allows coaches to focus more on each individual member and his or her needs’.

“Our coaches are going to be more like personal trainers,” Zach said. “They’re going to be making sure that your form is great and making sure that you’re hitting the right depth.”

Although it seemed like an easy decision, Zach and his wife, Kellie took their time before entering the fitness space, professionally.

Zach jokes that he “dated” the franchise before committing.

After attending The Yard’s VIP experience in San Diego — completing workouts and meeting directly with leadership — they were sold not just on the programming, but the culture.

That global consistency means that every Yard location runs the exact same workout on the exact same day, from Australia to California to Tennessee.

The couple knew that this space and format would do very well in the Middle Tennessee area.

“With so many expats that are coming to Nashville, they would just love something like this!” Zach expressed.

Nashville isn’t just growing, it’s transforming. The city has become a landing place for ambitious professionals, entrepreneurs, creatives, and corporate relocations. That population shift has changed what people expect from their wellness experiences.

And The Yard is built for exactly that demographic.

Does this sound like the right fit for you?

The Yard officially opens March 21, with a grand opening celebration that weekend. The studio is currently offering VIP memberships to the first 100 founding members.

VIP members will receive early access events leading up to opening, including exclusive previews of the space as it’s being built.

At its core, The Yard isn’t just about sets and reps. It’s about growth. “We want to make you better, not only in the gym, but outside of it,” Zach said.



# THE YARD GYM

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# Nashville's First Women-Only Luxury Club

When it comes to fitness, community, and faith, Toni Collard, alongside her husband David are redefining what it means to build a private women's fitness club and a safe space for women in Middle Tennessee all at once.

The couple poured into their own strengths and are soon opening **Barbelles Strength & Fitness**, a private women's fitness club and sanctuary. The club carries a West Coast-inspired approach to the heart of Franklin, Tennessee, with a 4,500-square-foot space designed exclusively for women. Toni Collard, a seasoned personal trainer with over 25 years in the fitness world, has always believed that fitness is about more than just lifting weights or cardio. Her approach to fitness has always been inclusive, creative, and rooted in community. David Collard brings years of experience in the world of construction, contracting work and more. Together, the couple is combining their areas of expertise to your advantage.



PHOTOS BY: SAM CARBINE

From personal training, to teaching group fitness, to even teaching PE at her son's school, Toni has been immersed in the fitness industry for over 25 years. Her approach to movement has always been inclusive, creative, and rooted in community. Even her early work with Revelation Wellness—a faith-based certification incorporating music, dance, and biblical principles—demonstrates her desire to merge body, mind, and spirit. Due to both of her parents being deaf, Toni has also incorporated her experience using American Sign Language to encourage anyone, no matter their disability, to come move with her. "I ended up getting two deaf women to come to my classes, which was amazing," Toni said.

David Collard brings a complementary set of skills. Born in New Zealand, David traveled extensively, ultimately finding his footing in California, where he built a career in luxury construction. The two then formed a central mission to combine faith, fitness and female.



David's is the Vice President of Bohler Builders Group and now heads the Tennessee division of the company. It wasn't long before the Collard family packed their bags and moved to the East Coast. Their journey to Nashville, however, wasn't without a challenge. For Toni, the move meant leaving behind a tight-knit community, years of Bible study, and a deeply rooted California lifestyle. "Moving here was traumatizing. It's very different. It's a culture shock," she shared. It was in that moment of disruption that the idea for Barbelles Strength & Fitness began to take shape. "I was getting very depressed and Dave was like, 'Why don't you open your own gym?'" And I was like, 'That's really funny, how are we going to do that?'" Toni laughed.

Combining a new city with lifelong passions, Toni was ready to dive into the fitness scene and put her creativity to the test.

Toni started asking around and gaining insight into what Middle Tennessee gym goers are looking for.

### ***A reoccurring need kept coming up.***

The idea quickly evolved into a private women's fitness club. Toni shared the response she received when floating the concept: "Every woman is like, 'I pay for my membership and I don't go to the gym because I am super intimidated,'" she said "I said, 'Well, what if I opened a women's club? They were ready to sign up right then and there!" she added.

Although this request connected with the community, it also resonated with Toni too.

Toni's personal history as a domestic violence survivor, and her role as a mother to a daughter now adopted by David, made the need to keep women safe, grew even more.

David reflected on the concept of the club. "There was one pivotal question that we were asking and it was, 'What's my purpose here?'" he said. "Her being plugged into women's ministry and community in California really left a void to bring women together again."

Barbelles Strength & Fitness is designed to answer that need for a safe, supportive, and private space where women can work on their health without intimidation or distractions. Toni emphasizes that this isn't just about lifting weights or burning calories.

"You walk in those doors and I will walk you through, and if you don't know what you're doing, come grab me and I will show you how to use that machine." she shares.



The club itself is a reflection of their shared vision: aesthetic, luxurious, and intentional. Every detail, from True Fitness equipment to arched doorways and clay-finished walls, has been carefully curated. "It literally will look like a luxury, an elevated space. Imagine a gym inside a spa," Toni said.

Amenities go beyond the club floor. A member's lounge provides a space for rest, connection, and community—a place to grab coffee, catch up, or just breathe. The recovery room features medical-grade red-light saunas and a tanning booth designed for wellness and mood-lifting, not just aesthetics. David explains, "The idea is... when somebody steps foot in there for the first time... they immediately want to join. They immediately want to find out how much it costs and how do I... They're just in love with the space."



For David and Toni, Barbelles isn't just a business, it's a culmination of their personal journeys, faith, and shared purpose. "The gym will work itself out. The community will happen. Our faith is the foundation for sure," David said. Toni added, "A lot of God and a little gym at the end."

Their philosophy extends to the team as well. Trainers are treated as valued professionals, with fair compensation and support, allowing them to focus on their craft without juggling multiple jobs. "It is hard for trainers to make a living," David shared. "We wanted to be very intentional about how we do that so that we have top-tier trainers and they're able to stay with us and feed their families."

As they prepare to launch Barbelles, the response from the Nashville community has been overwhelmingly positive.

Founding memberships are selling fast, and the excitement is evident. "I had a mom call me and she said she just couldn't work out at her gym anymore and couldn't wait for us to open"

For couples considering going into business together, Toni and David offer advice forged from both personal and professional experience. "Do a lot of praying together," Toni said simply. David added, "It forces you to use your marriage tools." However, their mission always brings them back to center.

Our beginnings, when I met Toni, she was a single mom on welfare with a 2-year-old daughter," David shared. "Creating this safe, positive, uplifting space is very special for us in that regard," David shared.

For women in Middle Tennessee, Barbelles Strength & Fitness promises not just a club, but a safe, inspiring space to grow stronger in body, mind, and community. Toni summed it up: "Just come and experience it!"



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