

# Fitness for Every Body

Kosama Complete Body Transformation brings unique fitness program to Lincoln

BY LORI ROMANO

Since opening its doors in Lincoln at 3900 Yankee Hill Road in February, Kosama Complete Body Transformation has been changing the way people think about health and fitness.

"A common misconception is that you need to be pushing, pushing, pushing all the time when you exercise," owner Kim Koch explains. "But that's not really the concept of interval training. Instead, you want to back off a little and allow your body to recover and then come back strong. What's different about Kosama is that it's never really the same workout twice. Our program director is on the cutting edge of all the latest fitness, so we are constantly evolving and making the most of combining different cardio-based and strength workouts. It keeps your body guessing and keeps you from hitting that frustrating plateau."

Formerly a staffing manager and a corporate marketer for St. Jude Children's Research Hospital in Memphis, Tenn., Koch has been interested in fitness and involved in fitness programs throughout her life. So, when she was approached by the Kosama corporate office about opening a location here in Lincoln, she partnered up with her dad, Doug Derscheid, CEO of Central Valley Ag, to launch the new fitness studio.

Founded in 2010, Kosama Complete Body Transformation is a one-of-a-kind fitness program specifically designed for every body — whether you're an athlete training for your next marathon or an exercise novice wanting to get in shape and shed some weight. Kosama's scientifically proven program combines muscle confusion, nutrition, personalized consultation, group fitness and heart zone training to give you fitness results.

"We're fitness for everybody," Koch says. "We cater to all fitness levels. You don't have to be totally in shape to start our program. We help our members move into a healthier lifestyle. We don't have a diet plan, but we are going to help you make better choices and increase your fitness. It's fitness you can really sustain for a lifetime."

Kosama combines group training, program variety and tangible individual results. For those who are used to seeing gyms packed full of large machines and fitness equipment, the Kosama studio may seem almost bare by comparison. But day after day, Kosama continues to open people's eyes to a new definition of exercise, Koch says.

Classes are available Monday through Friday from 5 a.m. to 6:45 p.m. and Saturday morning, giving mem-

bers the opportunity to customize their workout routine around their own busy schedules. Using a combination of kettlebells, kickboxing, plyometrics, TRX straps for suspension training, resistance bands, weighted bars and heart-pumping cardio training, the Kosama program is designed to transform the body by increasing lean muscle mass and improving balance, flexibility and overall health.

"At Kosama, it's all group fitness. You're part of a group, but we treat you as an individual, and what I think it boils down to is motivation," Koch explains. "You have someone holding you accountable, and there's motivation, both from the group and from the trainer. You're not just hopping on the treadmill, getting bored with it and fizzling out. You're getting a great workout in 50 to 60 minutes every day, and it's something new and exciting every time."

Kosama's motto, "Fitness for every body," is the foundation on which the entire program is built. While the group setting keeps members motivated to continue pushing themselves, it's the individual results that keep members coming back for more, Koch says.

All new members receive an initial consultation, which includes both fitness and nutritional assessments, a heart rate monitor to track every workout, a pair of Kosama kickboxing gloves, and access to a personalized online tracking system called My Zone.

With My Zone, Kosama members can track their own workouts, nutritional goals, food, hydration, weight, body fat percentage, and, most importantly, their progress. Because nothing keeps you motivated to keep striding toward your goal like seeing how far you've already come.

Kosama Complete Body Transformation now has more than 15,000 members in 10 states — challenging people to leave the yo-yo dieting and fitness fads behind and focus their efforts on a program that guarantees long-lasting results. Here in Lincoln, more than 150 "Kosamies" have already begun their own transformative fitness journey, Koch says.

Are you ready to transform your own life? L Magazine readers who mention this article will receive three days free at Kosama.

For more information and membership details, contact manager Erin Pinkelman at Kosama Complete Body Transformation, 3900 Yankee Hill Road, Suite 147, Lincoln; 402-423-5348; <http://lincoln.kosama.com>.



1) Owner Kim Koch's lifelong love of fitness is helping change the way people think about health and fitness. 2) Certified Kosama Trainer Karen Vontz demonstrates each exercise before making a round of the room to give the class members individual instruction. 3) Kettlebells are just one of the tools Kosama uses to combine cardiovascular, strength, endurance and flexibility training. 4) At Kosama, class members all perform the same series of exercises at their own individual pace, pushing themselves to perform at their own optimal level. PHOTOS BY LORI ROMANO, STORITIME PHOTOS