

ORANGETHEORY FITNESS

MELISSA ROSIN

Orangetheory Offers a Mission in Life

A trained team of fitness experts delivers science-based, high-intensity workouts

BY: DANIEL R. AUSTIN

The slogan for Orangetheory studios is “More Life.” But walk into the Vacaville Commons location run by Leclair Fitness, and you will discover the lifeblood of this studio depends on Manager Ismael Martinez and Head Coach Melissa Rosin. Martinez polices the front desk; Rosin patrols the gym. “We try to keep an open line of communication between our teams,” Rosin said. “Ismael handles the SA’s (sale associates) and I handle the coaching.” Martinez was quick to chime in. “We make sure to meet in the middle and that everyone works together.”

Martinez, a former gymnastics instructor, is the first person to greet guests when they walk into the studio, and he feels it’s his job to make them feel at home. On the day that I visited, he was sporting a stylish haircut and hip, colored glasses (burnt orange of course) that coordinated with his outfit. “I’ve worked in Vacaville since my first job. It has a small-town, community feel, and I try to bring that feeling here.” As we chatted, he explained the flexible packages customers can purchase to train at the studio, which consist of monthly offerings of 4, 8, and unlimited visits, or class offerings of 10, 20, or 30 visits that can be spread out over time. He says the studio also offers specials on a regular basis.



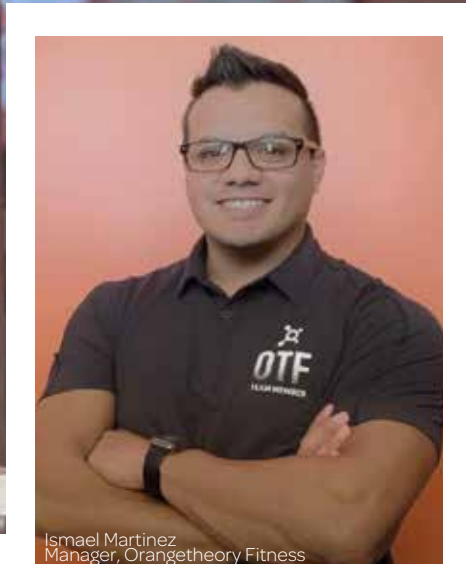
Melissa Rosin
Head Coach, Orangetheory Fitness

Rosin, who took a degree in kinesiology and fitness wellness at California State University, Chico, takes over once the guests are ready to train. She is fit and vibrant and charismatic. On the day of my visit, several members stayed after class to chat with her, some even trailing her around the studio like she was a pied piper. “Being able to make connections with people is really fulfilling to me,” she said. “Even though we are a corporate studio, we are community motivated, and we want our members to feel like this is homebase.”

At the center of it all, of course, is the “Orange Theory.” The idea is to push gym-goers to something called post-exercise oxygen consumption (EPOC), commonly known as afterburn, through a 60-minute-high intensity interval training (HIIT). During the 60 minutes, exercisers strive to spend 12 minutes in the “orange zone,” at roughly 80% to 90% of their maximum heart rate. Science suggests that when gym goers reach afterburn, their body may burn as much as 500 to 1000 more calories a day.

To achieve afterburn, Rosin and her coaches guide members through a circuit that consists of three stations: treadmills, rowers, and floor exercises.

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Ismael Martinez
Manager, Orangetheory Fitness

Each “block” of time that members spend at each station is “pre-templated” to focus on “movements” designed to emphasize endurance, strength, or power—or a combination of each—depending on the emphasis of the day.

At the start of every month, Rosin studies a monthly Fit Book of new templated workouts designed and launched at the corporate office in Florida. She says the workouts are field tested in the Florida studios to be sure they meet the needs of both customers and coaches. “Fitness is an ever-changing field,” she said. “Orangetheory tries to really stay on top of everything from education to nuance of feedback.”

Feedback is key to the Orangetheory concept. The studios use heart monitors that interface with computer tablets on each piece of equipment so that gym goers can track their progress, review each step of the day’s training, and compare their results to past workouts or other members’ achievements. “That’s really what sets us apart. We use the heart rate technology to guide you through the class and it’s all tracked by science.”

Both Rosin and Martinez feel that there is something special about the Vacaville studio. They say the Vacaville Commons offers an exemplary location, and that people of Vacaville are extraordinary.

“I have felt nothing but warmth and welcome from the people I’ve met here,” Rosin said.

Visitors to the Vacaville Commons might want to stop by the Orangetheory studio. They may just gain a new lease on life.



Favorite day of the week?

Saturday. It’s my down day.

Cake or pie?

Definitely cake. I love cake.

Do you prefer text or talk?

I prefer talking in person. Otherwise, text so I can come at things when I’m available. I’m super busy.

Can a vegetarian eat animal crackers?

Yes (laughing)

How are you on keeping secrets, 1 to 10?

Depends on who the person is. I would say I’m a 7. Depends on what it is about and who it is about.

What was your worst subject in school?

Math. It just didn’t click. Geometry specifically. The shapes didn’t make sense.

Do you have any advice for your younger self?

Yes. Enjoy the free time you have. Don’t be in a rush to grow up.

Does anyone inspire you?

I’m inspired by people who come from a bad place and work themselves up to become the best version of themselves

Do you have any advice for new entrepreneur?

I do have my own training business. I say always take a risk, take a chance. There are days when you want to back off, but at the end of the day you never know until you try.