

Owner Takes Positive Action

In trendy southern California, the news that an aerobics fitness center has closed stimulates nearly as many yawns as the "sudden" realization that Beverly Hills has palm trees. To fad-driven beauty and body conscious Southern Californians, there is an underside that fitness centers are a business, subject to the vagaries of normal competition. Many have closed, with the ownership looking like snake oil salesman slinking out of Dodge at midnight.

Luckily for the public, that stereotype fits only a small fraction of fitness center operators. Most are ethnically run programs that their clients swear by. Such is the case with Janice Darling.

Janice is the owner of The Sweatshop in West Los Angeles, and designer of the "Tuff-Stuff" fitness program. The Sweatshop is closing its doors on May 31, after five successful years of operation. Janice cites a need for more time to concentrate on seminars, public appearances and to develop different exercise and motivational fitness programs, as the reason. "Positive Action" philosophy. It simply means—getting the very best from yourself.

"Exercise is only a vehicle to reach people that allows me to use a high energy, motivational approach," Janice says. "My Tuff-Stuff program, which my students have affectionately called the

toughest workout in town, utilizes the "controlled adversity" of demanding physical exercise to demonstrate that each of us possesses the God-given ability to do what we never thought possible," Janice noted. "This is the lesson that transcends exercise, and can be applied to every segment of personal and professional life." It is not uncommon for students to comment that Janice's personality and philosophy changed their life for the better. Even in closing The Sweatshop, Janice is making sure all students are reimbursed and referred to other fitness instructors.

"The constant demands of my work at the Sweatshop limits my range of interaction with people on the outside. I am a people-person and I want to share my 'Positive Action' philosophy with children, elderly, the handicapped, everyone who has a difficult goal to reach," she says.

Before opening The Sweatshop, Janice was a featured exercise and nutrition lecturer at numerous seminars and workshops through the country.

Sweatshop has been a living testament to Janice's incredible physical recovery after being run down by an automobile...a real-life success story of courage and determination. Jane Fonda called her the "Ambassador of Positivity" in her Workout Book. She and her story have been featured on Eye on L.A., Hour Magazine, The Richard Simmons Show, P.M. Magazine, and NBC Nightly News. She has beautifully graced the pages of countless national publications including Prevention, New Body, Slimmer and Essence, demonstrating her personal exercise regimen.

In 1980, Janice lay in a hospital bed with her pelvis crushed, both legs broken and a severed eye muscle. She refused surgery. Instead, she overcame terrific odds and developed her own program of exercise and nutrition coupled with a main ingredient: a positive mental attitude. Dismissing a gloomy medical prognosis, which never included complete recovery, Janice healed herself. Four months after the accident she put her "Positive Action" theory to the test, as a fitness director and aerobics instructor. Janice beat the odds, as few people have.

Janice, a former educator, is particularly interested in youth and their physical well-being. She feels a tailored exercise program combined with her "Positive Action" philosophy may help get some of our problem youth of the streets and back into the classrooms.

In the meantime, you will find Janice Darling taking her "Positive Action" philosophy everywhere—exactly where she is sorely needed.



JANICE DARLING—owner of The Sweatshop