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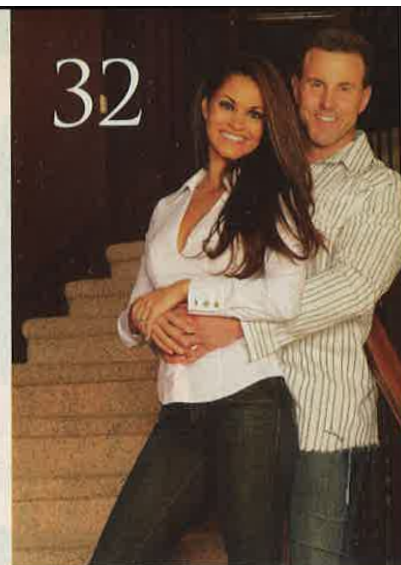


ON THE COVER

Our 10th annual "Keeper Issue" features the 2010 Events Calendar, which includes more than 700 listings of recreational sports, fitness and charitable events in the Houston area, as well as regional and national destinations. Cover design by H&F Art Director Pete Benis.

UP FRONT

10 FROM THE EDITOR



section

1

health & wellness

14 LEADING THE WAY

Meet the honorees at this month's Black History Month Luncheon

18 SPECIAL PREFERRED DENTISTS

Houston's most skilled and dedicated cosmetic dentists

21 HEALTHY COOKING

Be kind to your ticker with these heart healthy dishes

22 HEALTH

Going Red; The Healthy Chef; and Eating Disorders Awareness

28 MEDICAL BREAKTHROUGHS

Kinder, gentler liposuction; and using "theranostics" to combat cancer

30 NUTRITION

Using good nutrition to stop colon cancer before it starts

section

2

fitness & exercise

32 FITNESS CONNECTION

These Houston couples met through a love for exercise

36 EXERCISE

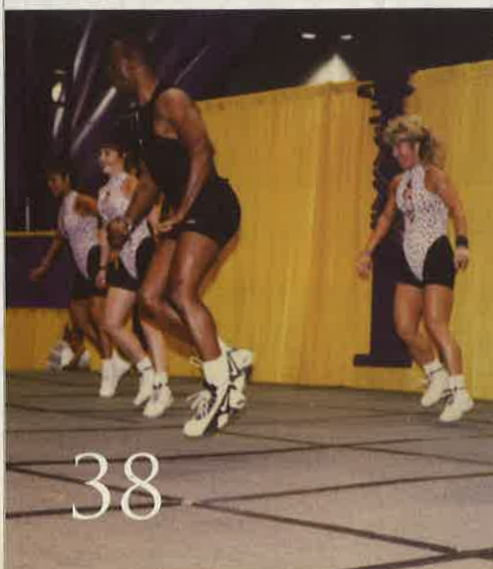
Train the core by using the TRX Suspension Trainer

38 TRAINING

Training mistakes; building your home gym; and "Time Warp"

42 SUCCESS STORY

Darrell Hesseltine stopped making excuses and turned his life around



section

3

beauty & style

46 DATING IN THE DIGITAL AGE

Tips for safely navigating the new rules of engagement

48 MOVERS & SHAPERS

A pictorial "who's who" in the world of beauty and fitness

50 BEAUTY BULLETIN

Hollywood's hottest looks; magic of makeup; and tanning

52 SPECIAL SPA SPECTACULAR

Relax and rejuvenate at Houston's finest and med spas

46





Section

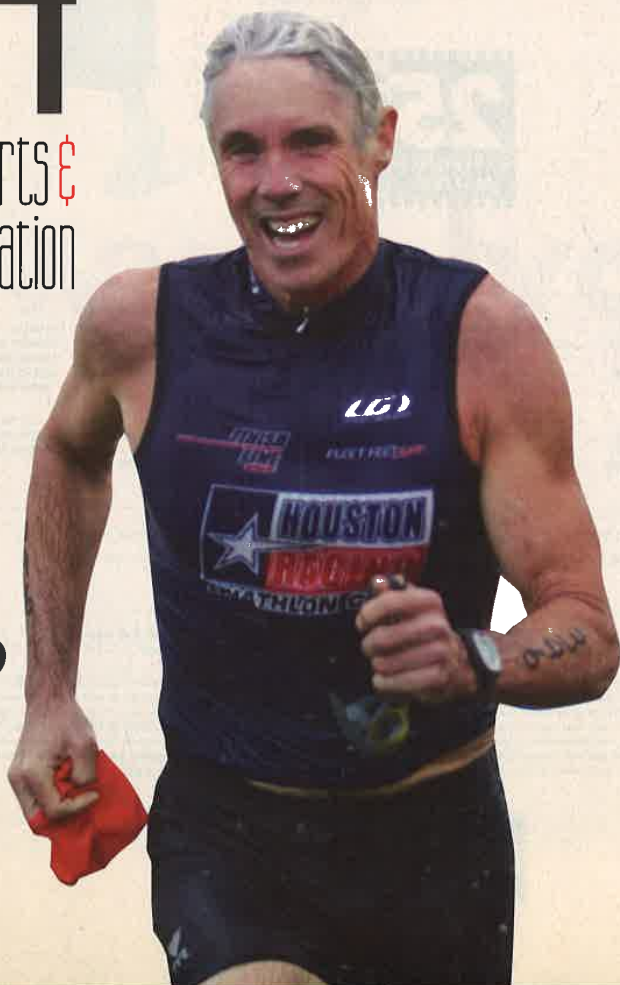
56 EVENTS CALENDAR '10

An exclusive yearlong
calendar of runs, tours
and a lot more

4

Sports &
Creation

6



Face
Neck
Back
Arms
Waist
Abs
Legs
Hips
Thighs
Knees

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APPOINTMENTS, EVENTS, AND
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FROM THE EDITOR

It seems unfathomable that it's been 10 years since *H&F*SM rolled out the inaugural edition of the "Keeper Issue." It feels like only yesterday that we assembled a team of reporters tasked with researching and contacting event directors across the Houston area, Texas and the nation to build the most exhaustive year-long calendar of recreational sports produced by any Texas publication.

Back in the bygone days of 2001, before the virtually universal penetration of the Internet and email, collecting information on hundreds of events required a lot more phone work than it does now, but putting the calendar together remains the most time intensive editorial endeavor that we undertake each year. The planning begins in October, with reporters making their initial contact with sources in early November in a process that runs right up to our mid-January deadline.

In 2001, I served as associate editor under former editor-in-chief Steve Toon, who laid the groundwork for making the Keeper issue what it is today. The inaugural Keeper also contained the "Gym Locator Guide," which we now run in the January issue.

It's striking to notice the changes in the recreational sports scene over the years. The "Adventure Sports" category, for example, was relatively light, as adventure racing was just beginning to capture the attention of intrepid competitors in 2001. But mainstay sports like cycling, golf, bodybuilding and running, have retained their popularity. One category that has grown exponentially from the early years is the "Other Events" section, which includes a variety of charity events ranging from galas to wine tastings, indicating that Houston residents continue to be among the most generous givers anywhere.

As always, compiling the rec sports calendar is a team effort. This year, eight reporters worked on collecting the information, and without them, this project would be impossible, so I send a very appreciative "thank you" to all. A special thanks goes out to Houston freelance writer and frequent *H&F*SM contributor Gene Duffey, who compiled the golf listings. Gene suffered a massive heart attack late last year, but we're happy to report that his recovery continues on pace and we're ecstatic to welcome him back to our pages.

Keep Moving,

Rod Evans

Rod Evans
Editor-in-Chief



HEALTH & FITNESS

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AWARDS

1997 AHA AWARDS
AMERICAN HEART ASSOCIATION
MEDIA OF THE YEAR-PRINT
PAUL R. ELLIS MEDIA AWARD,
OUTSTANDING ACHIEVEMENT

2000 ACS AWARDS
AMERICAN CANCER SOCIETY
SECOND PLACE,
HUMAN INTEREST FEATURE

2000 TMA AWARDS
TEXAS MEDICAL ASSOCIATION
FIRST PLACE,
SCIENCE OF MEDICINE
MERIT, SCIENCE OF MEDICINE

2002 TEXAS MEDIA AWARDS
AMERICAN CANCER SOCIETY
FIRST PLACE,
FEATURE STORY

2002 TEXAS MEDIA AWARDS
AMERICAN CANCER SOCIETY
FIRST PLACE,
FEATURE STORY

2009 NATIONAL HEALTH
INFORMATION AWARDS
HEALTH INFORMATION
RESOURCE CENTER
BRONZE AWARD

2004 FRANCIS C. MOORE, MD
MEDICAL JOURNALISM AWARDS
HARRIS COUNTY MEDICAL SOCIETY
HOUSTON ACADEMY OF MEDICINE
MERIT AWARD

2005 FRANCIS C. MOORE, MD
MEDICAL JOURNALISM AWARDS
HARRIS COUNTY MEDICAL SOCIETY
HOUSTON ACADEMY OF MEDICINE
MERIT AWARD

2006 NATIONAL HEALTH INFO AWARDS
HEALTH INFORMATION
RESOURCE CENTER
MERIT AWARD

2008 FRANCIS C. MOORE, MD
MEDICAL JOURNALISM AWARDS
HARRIS COUNTY MEDICAL SOCIETY
HOUSTON ACADEMY OF MEDICINE
MERIT AWARD

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Advertising space reservation deadline is the 6th of the month. All materials for non-camera-ready ads are due on that date.
Camera-ready artwork is due on the 11th of the month. Special Section deadline is the 1st of the month.

Health & Fitness Sports Magazine is printed monthly and distributed at more than 500 locations in Houston. All submissions should be sent to our editorial offices. Address advertising, calendar information, photos, inquiries, letters, and many one of the above addresses. H&FSM does not assume responsibility for materials submitted that are unsolicited. Further, H&FSM will assume that unsolicited photographs, as well as all photographs, are being submitted for possible publication should they be published, no fee is due the photographer or model unless otherwise agreed upon in advance in writing. It is our understanding that the submitting person holds model's release on photographs submitted. Health & Fitness Magazine is a newsmagazine with emphasis on health, fitness, amateur sports, and beauty. Health & Fitness Sports Magazine does not knowingly accept false or misleading advertising or editorial content, nor does Publisher assume responsibility for such advertising or editorial content. Before implementing any exercise or diet modification mentioned in H&FSM, readers are advised to check with their physicians. Readers are encouraged to notify Publisher when they suspect false info. Health & Fitness Sports Magazine reserves the right to edit all materials for clarity and space availability, and to determine the suitability of all materials submitted for publication. Physicians' Pages are paid advertisements. Duplication of printed material is permitted without the consent of the Publisher. All rights reserved. Copyright © 2001 by Health & Fitness Publishing, Inc. Complimentary publication, back issues, and issues mailed \$5.



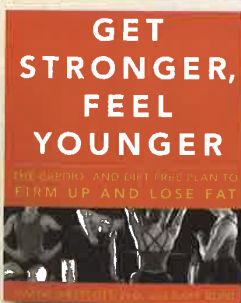


» SPEEDBOARD TREADMILL

The Woodway Speedboard is a non-motorized treadmill with a unique curved shape that allows users to accelerate and decelerate at their own pace.

"We use it for everyone from professional athletes to weekend warriors," explains Brent Gallagher of West U Fitness. "We have clients who have said they could never run again because of bad knees who are now cruising at brisk paces and having a blast in the process." For more information on this revolutionary treadmill, contact Gallagher at 713-661-5800.

- Lisa Malosky



» GET STRONGER, FEEL YOUNGER

Leave the lies and gimmicks of exercising behind and turn to a smart, realistic way to "firm up and lose fat." In this book, written by fitness experts Wayne Westcott, Ph.D. and Gary Reinf, women can learn to build muscle through safe training techniques. 236 pages. Rodale Press. Rodalestore.com.



Equipping Your Home Gym

A few pieces of fitness equipment in the spare bedroom, family room or basement can be the ticket to a heart-pumping sweat session with the added benefit of no wait to access equipment or worries about strangers' germs. But setting up a home gym isn't always the easiest task; finding the right pieces of equipment can prove to be a workout in itself.

Try following this advice from the exercise experts at Life Fitness on the smartest fitness buys:

» STICK WITH WHAT YOU LI

Hate taking the stairs? Then a stair stepper probably isn't the smartest buy. Running hurt your knees? Opt for the elliptical cross-trainer. Choose equipment based on activities you like or your treadmill will become the next great drying rack.

» KEEP IT SIMPLE

Unless you can afford a personal trainer at home, stick with equipment and exercises you already know how to do. Purchasing machines that are complicated to operate can zap your motivation.

» START SMALL

It doesn't take a large piece of cardio or strength equipment to get your heart pumping in the basement. Instead of purchasing a big ticket item at first, start with the basics: balls, bands and exercise mats.

» TAKE IT FOR A TEST DRIVE

When buying major equipment spend real time sweating on the machine. Your exercise clothes and shoes. In other words, don't make a decision a treadmill in flip-flops and a dress.

Get Hyp

If you're ready to take your yoga workout to the next level, hyp-yoga may be just what you're looking for. The new discipline was founded by three female hypnotherapists and yoga instructors representing three different generations.

"Hyp-yoga combines the proven benefits of yoga and hypnosis to help align the mind with the body and its behaviors," explains co-founder Carly Cummings. "It works because it opens up the body and calms the mind with expansive, full body poses and deep breath work, making gentle hypnosis incredibly effective."

Hyp-yoga is based in the historic Omaha Yoga School in Omaha, Neb. While Cummings says there are currently no certified hyp-yoga instructors in Texas, you can try it through a five-edition DVD collection. For more information visit Hyp-yoga.com.



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