



It's Good to Be Jeff Taylor

An actual Colorado native, Jeff Taylor embodies the healthy stereotype of our state-

his fun involves anything outdoors- especially mountain biking or hiking. But now that he has family, chances are you'll find Jeff horsing around with his two daughters like starting a kick ball game in the basement (watch out!) or turning the back yard into an obstacle course.

It's only fitting that Taylor's business is health and fitness. After graduating from Rocky Mountain High School where he was Student Body President and Colorado State University where he majored in Construction Management, Taylor opened his first fitness club, Newform Weightlifting and Aerobics Club in Fort Collins.

Taylor credits his college gymnastics assistant coach, Brian Richmond, with inspiring his entrepreneurial spirit. "Brian hired us on the team for his store or other entrepreneurial projects. He had both a P.E. degree and an M.B.A. and was my first business role model."

Taylor expanded Newform to three clubs, one in Boulder. He started organizing bodybuilding and volleyball events as membership promotions and ended up enjoying event production and management more than the daily club operations. "I remembered back in college when the US Gymnastics Trials were at CSU. Coach Johnson had me to work the show; I got the bug to promote big events. I think I chauffeured around an ABC Sports producer." So, Taylor sold his clubs to the Pulse and transitioned into full time sports events promotion.

"By 1993, I was promoting 13 fitness and sports events a year," recounts Taylor. "I should mention that in 1992, I was appointed the National Physique Committee, (NPC), Chairman for Colorado which was a huge responsibility and honor." Taylor's organization, the NPC, is the biggest amateur bodybuilding, fitness and figure organization in the USA, and feeds into the professional IFBB organization where Muscle & Fitness magazine features those IFBB pros. Taylor adds, "One of the biggest successes was to bring three national NPC events to Colorado. It took me to a different level in the world of promotion. Right now, I'm growing my event promotion business, LifeSports LLC, and trying to broaden my market. I want to reach more mainstream people who just want to achieve fitness goals and dreams."

([www. www.JeffTaylor.com](http://www.JeffTaylor.com))



Fittingly, Taylor stayed involved with fitness clubs and the industry with equipment sales and club design. Everyone in Colorado's health and fitness world knows that Jeff is the go-to guy when it comes to consulting and sales because he knows what works in clubs from both a management / owner perspective and an industry trend perspective. His latest venture is working with a buddy on a new project, FitWall (www.FitWall.com). Watch for "Vertical Training" to be the next fitness trend!

This past fall, the Colorado Governor's Council for Physical Fitness elected Taylor as president. He was quickly approved by Governor Ritter and began moving this health and exercise advocacy group into the next phase with a soon to be released website www.ColoradoFitness.org, community partnerships and broadened goals.

"I want to expand the scope and reach of what we do to involve as many Coloradans as possible to increase awareness and education about the importance of healthy choices and fitness in everyday life as a permanent and fun addition to a daily routine. I hope we can assist the government in getting the word out to reduce childhood obesity."

Taylor practices what he preaches, eating clean all the time – and working out daily. "I work out at about 25 different gyms depending on which particular body part – I have favorite gyms for certain body parts. Overall, one of my favorite gyms is Armbrust Pro, but there are so many I love for different reasons."

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