

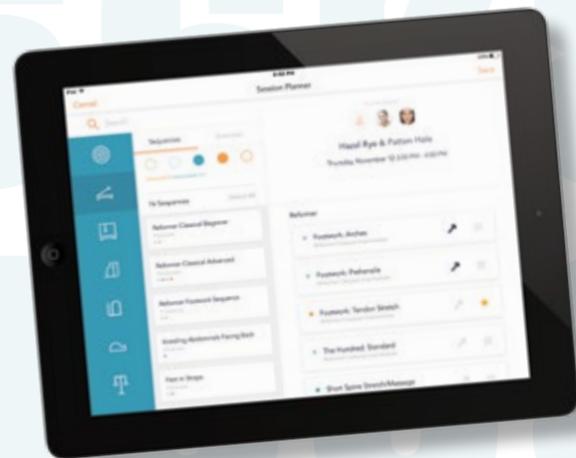
# STRENGTH IN NUMBERS

"If a tree falls in a forest, and no one is there to hear it, does it make a sound?" —Irish philosopher George Berkeley

This 18th Century question couldn't be more pertinent than to the Pilates method, says Joseph Quinn, a Pilates instructor, musician and writer. "More people need to hear about the power of Pilates. There are all of these extraordinary transformative processes happening with people in studios all around the world, but the fact is that the information isn't aggregated and put together and presented. The power of Pilates needs to be recognized by people who have never even seen a Reformer," he says.

That's why he's created the buzzworthy **Pilates Metrics App** (coming soon to the Apple App Store), a tool for the instructor to track clients' progress and for the community as a whole to gather data like never before. Industry insiders (like Madeline Black, Alycea Ungaro and even the PMA themselves) are going crazy for it, and it's easy to see why: In an industry where we're obsessed with details, the app breaks down the nitty-gritty analytics of a Pilates session. With the tap of a finger, instructors can instantly share a boatload of information—from intake forms to how many exercises were executed to the spine's biomechanics to the joints mobilized versus stabilized and muscles activated versus elongated. Quinn and his team thought of *everything*, in an interface that's as gorgeous as a perfectly executed Teaser.

But developing the technology didn't happen overnight. "I was waiting in line for a cup of coffee at five-something in the morning on my way to the studio [in August 2014]. I was thinking about Pilates and a better way to convey progress to my clients," Quinn recalls. "For years, I thought there should be an app, but didn't know the angle. I was frustrated and opened up my Fantasy Baseball scores,



and saw the way in which baseball compartmentalizes the game and creates isolated statistics. I thought, *Why can't you create micro-parameters for the human body? If you could write about the nuances of Pilates in a binary code, everything would change.*"

It didn't take long for Quinn and his wife, Karinne Dotinga Quinn, a fellow Pilates teacher, to realize the potential behind the idea—a digital, Pilates-integrated network—and leave their successful Real People Pilates studio in Berkeley behind, moving to Karinne's family dairy farm. "We set up a room we called 'the jungle lab' with apparatus and computers. We saved money, did computations and signed up for the discovery phase [a think tank to vet the idea] in January 2015 with San Francisco's top app-development firm right before my wife found out she was pregnant again. It was a total leap of faith on our part. But we went for it," says Quinn.

And from the looks of it already, it's going to pay off in more ways than one. "The future of health-care reform lies in predictive analytics and preventive care," says Quinn. "If Pilates works, and we can prove it, then the whole industry expands and moves forward. The great part is that we know Pilates works. We just need to get into that data game and put ourselves on the map," says Quinn. "I'm not trying to change Pilates itself; all I'm trying to do is to demonstrate a way to prove its value in the modern world.

"If Pilates can be who/what we are—analytical by nature—and though big-data analytics, the world will come to us." And that, my fellow Pilates practitioners, will make one hell of a sound.

For more information, visit [www.pilatesmetrics.com](http://www.pilatesmetrics.com).

—Amanda Altman



## INCLINED TO REFORM

If a Reformer and weight-lifting machine had a baby, it would be the **Pilates Power Gym Pro**. If you haven't seen The Home Shopping Network infomercials with Pilates teacher Kristin McGee, the device is a mini Reformer—57 inches long and 65 pounds to be exact—that's foldable and portable (it's on wheels) but can still hold up to 300 pounds. But what really sets it apart is the three-height-adjustable incline on the carriage, which takes you from Pilates to gym moves in minutes.

"It's the most convenient way to get an awesome resistance-based workout in your own home. You can get mega resistance when you raise the platform and take your Pilates workout to a new level!" says McGee.

Celebrating its 10-year anniversary, the Pilates Power Gym Pro, now offers 13 DVDs and an online video membership at [www.thefitnesschannel.com](http://www.thefitnesschannel.com) (from \$329.95; [www.pilatespowergym.com](http://www.pilatespowergym.com)). —A.A.

## TOT TRAINING

You've heard of Pilates for kids, but what about for the even younger set? **Playlates**, a new app created by Nathanael Buckley, a Pilates instructor in Washington D.C., is directed toward the tiniest of tots. The program features mini "workout" videos for two-, four-, six- and eight-month-old babies, each with 15 method-derived moves.

The app-spiration? Buckley's very own babe. "I loved getting to spend each day with our baby daughter and wanted two things for her: to keep her engaged and entertained, and to bring her fully into our world," says Buckley, who's been teaching Pilates for 16 years in the States, the U.K. and Down Under. "She was incredibly excited about trying new things, and turning Pilates exercises into little challenges she could master became a kind of daily play for us. It helped keep our days fun and helped me appreciate all the little triumphs she achieved on her way to the big milestones of crawling, standing and walking."

**OUR VERDICT:** Doing the moves with PS's resident infant—my son Owen, seven months as of press time—is fun! It's easy to fit in the simple moves anytime, anywhere, and they almost always lead to a fit of giggles while he's unknowingly learning balance, getting light but necessary stretches and strengthening his postural muscles. We're ga-ga for it (free intro, plus \$1.99 per class; available at the Apple App Store). —A.A.

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