



**FIT**

**Franchise**  
BRANDS





# Franchise BRANDS



## **FARRELL'S + THE MAX** **BRINGING THE STRENGTH OF TWO BRANDS TOGETHER**

FIT Franchise Brands proudly announces the merger of two fitness powerhouses: THE MAX Challenge and Farrell's eXtreme Bodyshaping. Our formation marks a new era in fitness franchising, blending the strengths and unique approaches of both brands to create a dynamic, comprehensive, and supportive network. At FIT Franchise Brands, we are committed to empowering our franchisees with the tools, resources, and guidance they need to thrive. Our focus is on fostering growth, driving innovation, and enhancing the overall experience for both our franchisees and their clients. As we embark on this exciting journey, we look forward to setting new standards in the industry and creating impactful wellness experiences for communities across the nation.



## **FARRELL'S<sup>®</sup>** **EXTREME BODYSHAPING**

Farrell's eXtreme Bodyshaping was founded by Lance Farrell in 2001. The program combines elements of kickboxing, strength training, and nutrition coaching to help individuals achieve their fitness goals and lead healthier, more active lives.

At the core of Farrell's eXtreme Bodyshaping is its signature 10-week fitness challenge, which serves as the centerpiece of the program. During this period, participants engage in high-intensity kickboxing classes that not only build cardiovascular endurance, but also improve strength and flexibility. These classes are complemented by comprehensive nutrition guidance, emphasizing the importance of a balanced diet in achieving sustainable results. What sets Farrell's apart is its unwavering commitment to creating a supportive and motivating community. Participants are encouraged not just by instructors, but also by their fellow challengers, fostering a sense of camaraderie and accountability that helps individuals stay on track and reach their fitness milestones.

The success of Farrell's eXtreme Bodyshaping lies in its holistic approach to health and wellness. It doesn't just focus on physical transformation but also places a strong emphasis on mental well-being. By providing a structured and supportive environment, Farrell's equips individuals with the tools and mindset needed to make lasting lifestyle changes. This program has empowered countless participants to shed pounds, build strength, and boost their confidence, making it a standout choice for those seeking a comprehensive and motivating fitness experience.



## THE MAX CHALLENGE®

Founded by Bryan Klein in 2011, THE MAX Challenge is rooted in his personal journey and a deep understanding of American health challenges. Bryan's own experience with weight gain and loss fueled his passion for creating a lasting solution. His journey is not just about academic knowledge, but living through the very challenges of achieving fitness and wellness. Now in the best shape of his life, Bryan embodies the belief that excellence in health is attainable for everyone, not just a select few.

THE MAX Challenge, born from this philosophy, is a comprehensive 10-week program designed to make fast and lasting changes in participants' appearance, health and fitness levels. It uniquely combines fitness classes, nutritional guidance, and motivational support into an easy to follow, comprehensive program. THE MAX Challenge is committed to expanding its impact, bringing life-changing experiences to more communities, and continuing its journey of transforming minds, bodies, and spirits.





# Franchise BRANDS

## FFB MISSION:

At FIT Franchise Brands, our mission is to empower and uplift our franchisees, fostering a network where growth, success, and community thrive. We are committed to providing comprehensive support, innovative resources, and a collaborative environment that enables each franchisee to reach their fullest potential. Through our guidance and the strength of our brands, we strive to create impactful business opportunities that not only drive business success but also contribute positively to the lives of our members and the communities we serve. Our vision is to be a catalyst for transformation, inspiring our franchisees to achieve excellence in their business endeavors and in turn, make a lasting difference in the wellness industry.

## THE LEADERSHIP TEAM:

Bryan Klein serves as the CEO of FIT Franchise Brands, overseeing the overall strategic direction and management of the organization. Lance Farrell serves as the President of FIT Franchise Brands, focusing on the overall strategy and operations of the two brands.

*"As we embark on this exciting new chapter with FIT Franchise Brands, I am incredibly enthusiastic about the possibilities ahead. Together, we have the opportunity to not only grow our businesses but also make a profound impact on the health and wellness of communities nationwide."*

**- Bryan Klein, CEO of FIT Franchise Brands**



*"I am thrilled about the journey ahead with FIT Franchise Brands and genuinely believe that our combined strengths will lead us to unprecedented heights. This is a momentous opportunity to innovate, expand, and truly revolutionize the way we impact lives through fitness and wellness."*

**- Lance Farrell, President of FIT Franchise Brands**



## ABOUT BRYAN KLEIN, CEO OF FIT FRANCHISE BRANDS



Bryan Klein is a seasoned entrepreneur renowned for his exceptional skills in sales and marketing, as well as a life-long martial artist, whose dedication to the discipline began at the age of seven when his parents first enrolled him in martial arts classes.

Setting a goal to earn his black belt and eventually open his own martial arts school, he achieved this milestone, impressively, at just 18 years old, rapidly expanding from one school to a regional chain. Bryan's expertise in martial arts extends to being a 5th degree black belt in TaeKwonDo and a black belt in the Filipino martial art of Kali. He continues to actively practice martial arts, boxing, and MMA, embodying the discipline and vigor that he encourages in others.

Bryan believed in teaching students that martial arts transcends mere physical techniques—it is a holistic journey of self-care, familial responsibility, community engagement, and global consciousness. His passion has always been, and continues to be to empower others to become their best selves.

In addition to his contributions to martial arts, Bryan was the Co-Founder of the non-profit Martial Arts With Hearts, an organization dedicated to collecting funds for children's charities, showcasing Bryan's commitment to making a positive impact beyond the business realm. This commitment has continued with THE MAX Challenge's annual Day of Giving fundraising initiatives, which, to date, has raised over \$1,000,000.00 for local charities throughout the country.

In 2011, Bryan identified a void in the fitness industry and founded THE MAX Challenge, named in honor of his father MAX, who taught him the value of striving for excellence. This program was conceived to combat the escalating rates of heart disease, diabetes, and obesity, a mission made more personal with the inspiration drawn from his father's teachings. THE MAX Challenge takes a holistic approach to health, combining fitness, nutrition, and motivation to enable members to reach their health objectives.

The first MAX Challenge center was launched in Manalapan, NJ, with a modest gathering of 32 members. Within six months, the membership soared to 500, and today, the initiative has inspired over 100,000 transformations nationwide. Bryan's core beliefs in openness, flexibility, and agility have been pivotal to the organization's swift expansion, coupled with his unwavering commitment to community service.

Beyond his professional endeavors, Bryan is a dedicated family man. He graduated from Monmouth University with a degree in Business Administration and Accounting, a robust foundation that has underpinned all his business ventures. Residing in Marlboro, NJ, with his wife Lori and their three children, Bryan cherishes his role as a father above all else. In harmonizing the demands of business with family life, he imparts to his children the same ethos that has steered his own path to success: resilience, integrity, and the profound significance of community.

## ABOUT LANCE FARRELL, PRESIDENT OF FIT FRANCHISE BRANDS



Farrell's eXtreme Bodyshaping's founder and CEO, Lance Farrell, is a 6th-degree black belt in Taekwondo with one mission: to inspire people to live with power and purpose.

Lance Farrell began his Taekwondo journey under Grand Master Yong Chin Pak while studying at Iowa State University in 1980. In 1982, Lance began teaching Taekwondo over the summer in his hometown of Guthrie Center, Iowa. In 1985 Lance relocated his program to Creston, Iowa.

Lance continued pursuing his dreams, attended the U.S. Olympic Sports Festival in 1989 and 1991, all while continuing to teach Taekwondo. Lance received a silver and bronze medal and fulfilled his dream of competing at the Olympic Sports Festival. Lance moved to the capital city of Des Moines, Iowa to pursue fitness and martial arts full-time.

In Des Moines, Lance moved his fitness studio from Creston, Iowa, providing both martial arts and traditional gym equipment. Students learned important skills, but what Lance didn't expect were the mental and spiritual transformations his students were experiencing. These extraordinary results inspired Lance to develop a fitness program that blended the disciplines of martial arts and the principles of healthy living.

Inspired by the art of Taekwondo, the concepts of bodybuilding, and the martial arts culture of accountability, Lance created Farrell's 10-Week Session.

In 2001, the first 10-Week Session was held in Des Moines, Iowa. Forty Taekwondo parents and instructors joined—and the results were groundbreaking. The transformations that the first 10-Week students experienced were remarkable, and word quickly spread.

To further the mission of empowering others, Farrell's became a franchise in 2007 and has since expanded to 47 locations across 8 states—and counting! Over 200,000 members have experienced their own transformation with Farrell's. Since the inaugural 10-Week Session, members have lost over 4.75 million pounds of body fat. (That's the weight of 386 elephants!) No other fitness company has produced results like Farrell's.

For over 20 years, Farrell's has stood the test of time. Today, Lance continues to lead the company the same mission in mind: to inspire others to live with power and purpose.

# MEET THE TEAM @ **FIT** Franchise BRANDS



**BRYAN KLEIN**  
Chief Executive Officer



**LANCE FARRELL**  
President



**DON DASZKOWSKI**  
Advisor/Investor



**HAYLEY GUERRA**  
Director of Franchisee Success



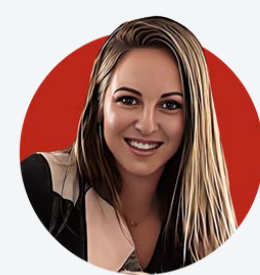
**TODD DORR**  
Director of Training & Programming



**DAWN TANZOSH**  
Director of Finance



**NATALIE BELFORD**  
Regional Director of Operations



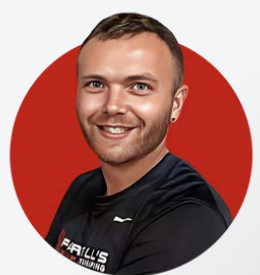
**MIRANDA CARVIN**  
Digital Marketing Manager



**JOSH RUBY**  
Creative Marketing Manager



**CHRISTINA OTERO**  
Graphic Design & Marketing Manager



**MICHAEL SLOMCZEWSKI**  
Franchise Support Specialist

\*See page 21 for full team bios.





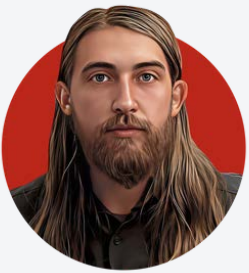
**VALENCIA VITALE**  
Franchise Support Specialist



**REBECCA GINSBERG**  
Graphic Designer



**ANDREA GRECO**  
Accounting Coordinator



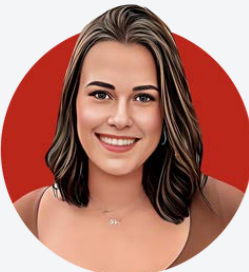
**IAN D'ARCY**  
Video Production & Marketing  
Specialist



**BRANDON MILLER**  
Master Instructor Trainer



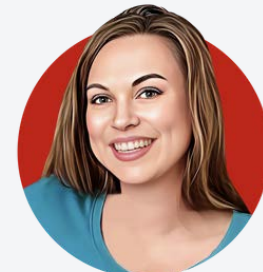
**COLLEEN LEINEN**  
Master Instructor Trainer



**GABRIELLA BORDENABE**  
Master Instructor Trainer



**APRIL KLASSEN**  
Membership Enrollment Specialist



**NICKI CHRISTOFF**  
Membership Enrollment Specialist



**ALISON RAMÍREZ**  
Membership Enrollment Specialist



**AUSTEN TANGEN**  
Digital Development Specialist

\*See page 21 for full team bios.



## FREQUENTLY ASKED QUESTIONS

- 1. Who is FIT Franchise Brands?** Parent company of THE MAX Challenge and Farrell's eXtreme Bodyshaping. THE MAX and FXB have announced their official merger to form FIT Franchise Brands, a newly named umbrella company focused on championing the success of its franchise owners.
- 2. Who owns FFB?** The same leadership is in place in the two brands. Their staff have combined to offer more support to the franchisees in both systems.
- 3. What happens now?** Post-merger, the immediate focus is on ensuring a smooth transition with minimal disruption to current operations. Both THE MAX Challenge and FXB will continue operating under their existing brand names, maintaining the quality of services and programs. Over time, we will integrate and enhance various operational aspects to better serve our franchisees and members. Communication will be ongoing, with regular updates and support to ensure a seamless transition for everyone involved. This strategic step opens up new opportunities for growth, innovation, and success.
- 4. How is this better for franchisees?** The merger forms a unified, stronger brand, bringing key benefits to franchisees. It expands our franchisee community, opening doors for networking and sharing of best practices. Franchisees will also gain access to expanded resources, advanced training, and innovative marketing tools, aiding in effective business management and growth. This strategic move is geared towards creating a more resourceful and supportive environment for our franchisees.
- 5. Who will be supporting us now?** Post-merger, support will continue to be provided by the same key leaders and staff of each brand, ensuring continuity with familiar faces. The merger enhances our support and back office capabilities by merging both teams' strengths and expertise. This creates a more comprehensive and well-equipped support network to meet your evolving business needs.
- 6. Why did MAX and FXB merge?** The merger between THE MAX Challenge and FXB was inspired by the remarkable alignment in our core values, mission, and operational philosophies. Both brands share a deep commitment to transforming lives through fitness and wellness, and this merger allows us to amplify our impact. By uniting, we leverage our common strengths in delivering exceptional fitness programs and supportive community environments. Operationally, this merger enables us to streamline processes, share best practices, and enhance our service offerings, all while staying true to our shared purpose of enriching lives. This strategic decision is rooted in our belief that together, we can achieve greater success and make a more profound difference in the communities we serve.
- 7. How do these changes affect current operations?** The merger is designed to have minimal impact on day-to-day operations for franchisees. We will be taking a "slow, happy, and healthy" approach, ensuring continuity and quality of service for our members. We will communicate any operational changes gradually, focusing on enhancing efficiency while keeping both staff and franchisees well-informed.
- 8. Who will be the point of contact for franchisees for any questions?** FIT Franchise Brands' Franchise Support Specialist, Valencia Vitale, will be all franchisees' first point of contact and will ensure prompt and proper handling of all requests. Valencia can be reached at [support@fitfranchisebrands.com](mailto:support@fitfranchisebrands.com).
- 9. How will FIT Franchise Brands ensure continuous support and training for all franchisees?** FIT Franchise Brands is committed to maintaining the current support structures, ensuring stability and familiarity for franchisees. All regularly scheduled meetings and training sessions of each brand will continue as planned. Over time, we'll assess and potentially enhance these offerings to better serve the evolving needs of our franchise network, always focusing on empowering our franchisees for success.

# LOCATIONS



**Arizona**  
Anthem

**Colorado**  
Colorado Springs  
Denver

**Connecticut**  
South Windsor

**Delaware**  
Lewes

**Florida**  
Jupiter

**Illinois**  
Bloomington/Hershey  
East Peoria  
Peoria  
Springfield

**Indiana**  
Bloomington/Landmark  
Columbus

**Iowa**  
Altoona  
Ames  
Ankeny  
Cedar Falls  
Cedar Rapids, Boyson Rd.  
Cedar Rapids, C St.  
Cedar Rapids, Edgewood  
Coralville  
Des Moines  
Dubuque  
Grimes  
Urbandale  
Waukee  
West Des Moines, EP True

**Minnesota**  
Albertville  
Andover  
Blaine  
Brooklyn Park  
Eden Prairie  
Elk River  
Forest Lake  
Mankato  
Minneapolis  
North Maple Grove  
Oak Park Heights  
Shoreview  
St Paul  
White Bear Township  
Woodbury

**Nebraska**  
120th & Fort  
156 & Dodge  
180th & Q  
Bellevue  
La Vista  
Lincoln, Meadowlane  
Lincoln, Yankee Hill

**New Jersey**  
Berkeley  
Brick  
Bridgewater  
Clinton  
Cranford  
Edison  
Fair Lawn  
Flemington  
Freehold  
Hazlet  
Hillsborough  
Howell  
Lacey  
Lawrenceville/Pennington

**New Jersey (Continued)**  
Madison  
Manalapan  
Marlboro  
Montclair  
New Providence  
Ocean  
Old Bridge  
Pine Brook  
Piscataway  
Randolph  
Secaucus  
South Brunswick  
Springfield/Union  
West Orange  
West Windsor  
Woodbridge

**New York**  
Bay Ridge, Brooklyn  
New City  
Staten Island, Arthur Kill  
Staten Island, Grasmere  
Staten Island, Woodrow

**Ohio**  
Westerville

**Pennsylvania**  
Fairless Hills

**Wisconsin**  
Fitchburg  
Hudson



## WHY IS THIS THE PERFECT “MARRIAGE”?



HITT STYLE FITNESS CLASSES		
NUTRITION COACHING		
SUPPORTIVE COMMUNITY		
ACCOUNTABILITY		
PASSIONATE FRANCHISEES		
OFFERS 10-WEEK CHALLENGE		
LOYAL MEMBER BASE		
FOCUS ON TRANSFORMATION		
THOUSANDS OF SUCCESS STORIES		
STRONG BRAND AWARENESS		
EXTREME MEMBER RESULTS		



## SERVICES DESIGNED FOR EVERY FIT BRAND

FIT Franchise Brands offers a comprehensive suite of services, ensuring that franchise owners across our brands receive invaluable support at every stage of their business journey.

Our focus revolves around key business areas, including marketing, strategy, sales, and financial support. Through FIT Franchise Brands, owners gain access to specialized systems and services designed to enhance their success in the competitive fitness market. With a commitment to excellence, we empower franchisees with the tools and resources they need to thrive in the dynamic world of fitness franchising.



\* Notes services that are available at additional cost



**ENEMARKETING**  
BY FIT FRANCHISE BRANDS

## Elevate Your Marketing and Sales with ENE Marketing's All-in-One, Done-For-You Platform!

Through a strategically designed service and platform, ENE Marketing successfully supports lead management, nurturing, and tracking for improved business results.



### ENGAGE

Capture leads through a multiple sources. All leads funnel into our all-in-one marketing platform and sync in real time to our CRM system.

### NURTURE

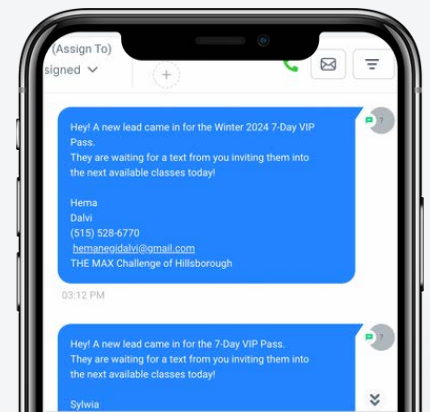
Automatically message leads via voicemail, SMS, emails, FB Messenger & more!

### ENROLL

Increase lead conversion and overall results through ongoing, done-for-you nurturing paired with a platform specifically designed to simplify lead management and follow-up.

### True Done-For-You Email and Text Marketing Campaigns

ENE Marketing stands out by providing professionally developed communication workflows and campaigns fully managed and scheduled to prospects, active members, and inactives members on your behalf.

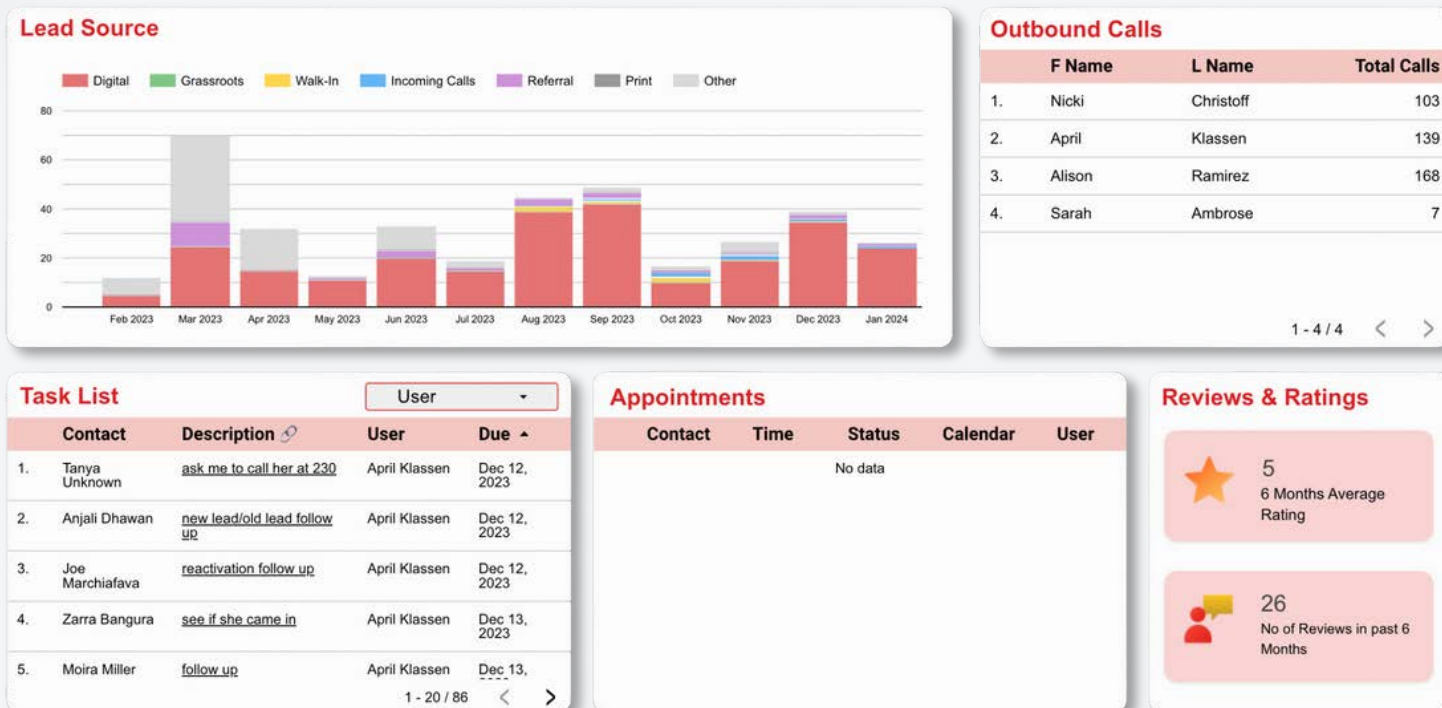


### Fully Integrated with CRM Systems

Gone are the days of exporting and uploading lists and managing opt-ins/outs in multiple platforms. ENE Marketing's seamless integration with membership CRM systems means the right communications are hitting the right people at the right time without any manual intervention.

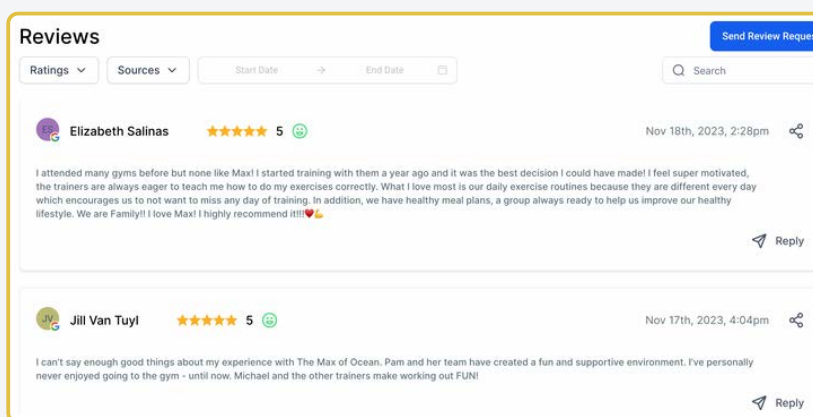
## Data-Driven Insights for Informed Decision Making

The ENE platform offers advanced analytics and reporting tools, providing franchisees with valuable insights into their marketing campaigns and customer engagement. These data-driven insights are crucial for optimizing marketing strategies, understanding ROI, and making informed business decisions.



## Integrated Communication for Consistent Brand Messaging

The ENE platform integrates virtually every communication channel, including email, SMS, phone, social media messaging, and more, providing a unified and on-brand approach to franchisees' marketing communications.



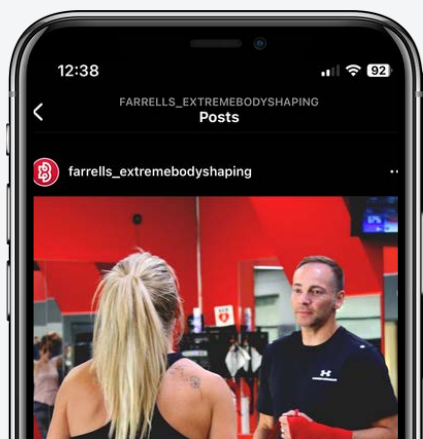
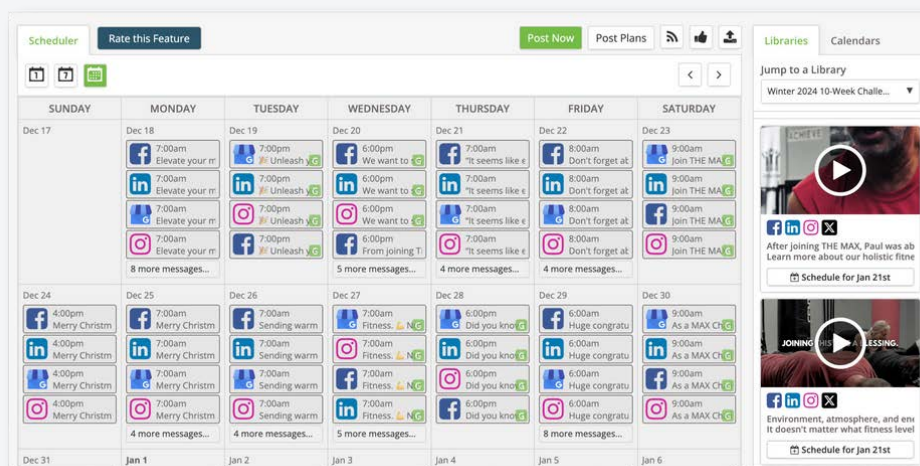
In summary, ENE Marketing offers a comprehensive marketing solution for FIT Franchise Brands' franchisees. It features advanced automation, a robust CRM, ready-to-use and customizable marketing campaigns, insightful analytics, scalability, and integrated communication tools. This service empowers franchisees by automatically deploying effective marketing strategies effortlessly, ensuring immediate benefits and contributing to their business growth.

## SIMPLIFY YOUR SOCIAL MEDIA MANAGEMENT

*SocialSync simplifies the social media management process, saves time, ensures cross-platform visibility, and provides valuable tools for both single and multi-unit franchise owners to enhance their online presence.*

### Effortless Scheduling

- Pre-configured and expertly curated content calendars simplify the scheduling process.
- Schedule weeks' worth of content in seconds with just a single click of a button.



### Time Efficiency

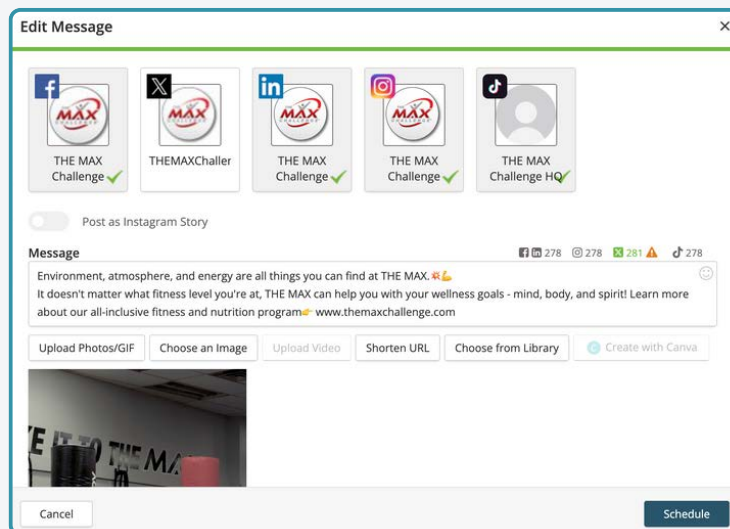
- Transforms the time-consuming task of posting content to social media into a quick and seamless process.
- Enables franchise owners to manage social media in literal seconds, freeing up time for other crucial aspects of their business.
- Covers foundational social media content, ensuring that franchise owners have a well-rounded and engaging online presence.

### Cross-Platform Posting

- Facilitates cross-posting of content across major platforms, including Facebook, Instagram, X, LinkedIn, Google my Business, and TikTok.

### Streamlined for Multi-Unit Owners

- “Groups” function designed to meet the needs of multi-unit owners, allowing for efficient management and synchronized content posts across multiple locations at the same time.





## IGNITING THE FIT FRANCHISE BRANDS WITH DEDICATED SALES SUPPORT

TotalSales is a revolutionary call center solution tailored exclusively for FIT Franchise Brands. Imagine having every sales call, appointment booking, and lead follow-up managed effortlessly seven days a week. Our commitment to excellence sets us apart, with all sales associates trained by the best of the best in the industry.



### Comprehensive Call Coverage

Our expert membership enrollment specialists handle all inbound and outbound calls, from appointment bookings to lead follow-up 7 days' per week.



### Effortless Text Campaign Management

Say goodbye to missed opportunities. We manage all text campaign responses on your behalf.



### Expert Sales Training

Our team of sales experts is equipped with top-notch training, empowering them to excel in sales conversations and close deals effectively.



### Activity and Conversation Tracking

Stay in the loop with our robust tracking system that captures every interaction and keeps you informed about progress.

## Why TotalSales?

**44%** of salespeople give up after one follow-up attempt.

**60%** of customers say no four times before saying yes.

**50%** of buyers choose the vendor that responds first.

Running a successful business requires your undivided attention. Our call center can help transform your operations by delegating sales to dedicated professionals, allowing you to focus on managing and growing your business.





# SUCCESSKIT

BY FIT FRANCHISE BRANDS

## OUR READY-MADE FRANCHISE MARKETING SOLUTION

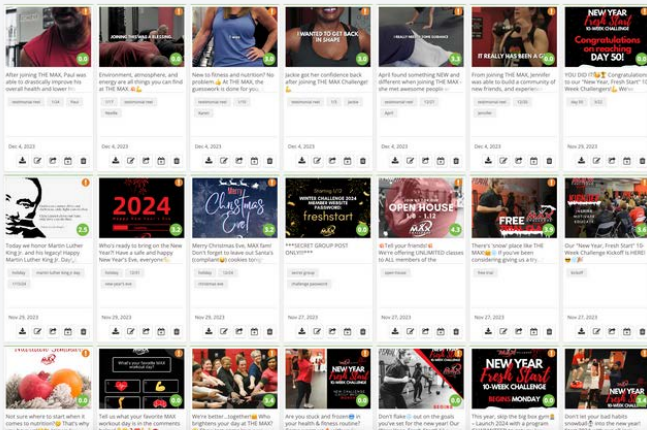
SuccessKits by FIT Franchise Brands is a comprehensive marketing service designed to empower franchisees with ready-made campaign kits for various purposes, such as lead generation, referral programs, retail promotions, and more.

### Targeted Campaign Kits

- Detailed campaign kits are tailored for specific purposes, such as lead generation, referral programs, and retail promotions.
- Franchisees receive targeted materials and strategies to achieve their marketing goals effectively.

### Clear Guidance

- SuccessKits provides clear and actionable guidance on how to execute each campaign.
- Step-by-step instructions eliminate guesswork and ensure a seamless implementation process.



### Done-for-You Content:

- All print, email, and social media content is completely done-for-you.
- Franchisees save time and effort by leveraging professionally crafted content that aligns with the brand and resonates with the target audience.



# SUCCESSKIT

BY FIT FRANCHISE BRANDS

## Expertly Developed Messaging

- Messaging, content, and strategy are developed by a team of marketing experts.
- Franchisees benefit from the expertise of seasoned professionals, ensuring that campaigns are compelling, on-brand, and optimized for the best possible results.



## Layered Strategy

- SuccessKits employs a layered strategy to ensure that campaigns are properly timed and complement each other.
- Franchisees can execute marketing initiatives in a coordinated manner, maximizing the impact of their efforts.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Key:
					1	2	3
				Prospect Text 1	MARKETING BEGINS		Prospect Emails
					Prospect Email 1		Inactive Emails
					Inactive Email 1		Prospect Texts
					Nat'l. Wear Red Day		Inactive Texts
					Dated FB Cover		Important Dates
							Holidays/National Days
	4	5	6	7	8	9	10
			Inactive Text 1	Inactive Email 2	Prospect Email 2	Chinese New Year	Reminders
				Prospect Text 2			
	11	12	13	14	15	16	17
PROTEIN SALE START	OPEN HOUSE START	Starts Monday FB Cover	Valentine's Day	Inactive Text 2	Prospect Email 4	PROTEIN SALE END	
The Big Game			Prospect Email 3			New Member Orientation	
			Inactive Email 3				
			Prospect Text 3				
	18	19	20	21	22	23	24
Prospect Email 5	CHALLENGE BEGINS			Prospect Email 6	MARKETING ENDS	Nutrition Seminar	
Inactive Email 4	Presidents' Day						
	Starts Today FB Cover						
	25	26	27	28	29	1-Mar	2-Mar
						Trial Class	

SuccessKits empowers franchisees with the tools and guidance needed to execute successful marketing campaigns, making marketing efforts more efficient, effective, and aligned with business objectives.

## ALL THE VALUE, NONE OF THE FRUSTRATION

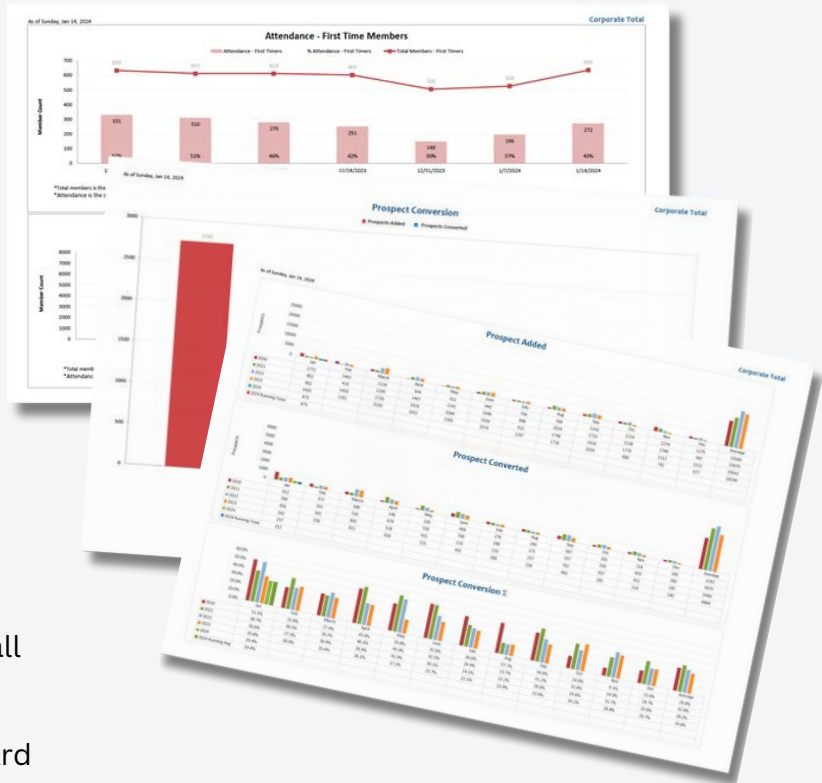
*Profit First Bookkeeping Service provided by Fit Franchise Brands is much more than a mere administrative function. It's a strategic tool that empowers franchisees with accurate financial insights, benchmarking data for improved efficiency, a stress-free tax season, and focused business coaching aimed at boosting profitability.*

### Benchmarking for Improved Efficiency

Small business owners often lack performance reference points, leading to uncertainty and missed opportunities. Profit First Bookkeeping provides standardized reporting, enabling franchisees to benchmark against system standards. This tool aids in strategic planning by identifying strengths and areas for improvement, ensuring realistic and achievable goals based on peer comparison.

### Accurate Financials for Empowered Decision-Making

Fit Franchise Brands understands that many small businesses focus on tax-related record-keeping. However, Profit First Bookkeeping transforms financials into a strategic asset by using a standard chart of accounts, turning compliance into effective business management.



### Eliminating Tax Season Frustration

Instead of a last-minute scramble, financial records up-to-date throughout the year ensure franchise owners are well-prepared when April arrives – simply providing their tax preparation professional with the financials. This streamlined process not only reduces stress but also ensures accurate tax filings, potentially leading to better financial outcomes.

### Focus on Profit

By consistently accessing precise financials, franchisees can enhance profitability beyond merely increasing sales. This strategy promotes a thorough understanding of cost structures, profit margins, and financial levers that influence the bottom line. It ensures that franchisees aren't just running their business but strategically growing it.

# TEAM BIOS **FIT** Franchise BRANDS



**DON DASZKOWSKI**  
Advisor/Investor

Don Daszkowski, a seasoned serial entrepreneur, has founded successful companies, including his current role as Founder/CEO of the International Franchise Professionals Group (IFPG), a private equity-backed franchise broker network. He is also the Co-Founder of Education Workers Group. Don's entrepreneurial journey began over two decades ago, marked by consistent success in running membership-based businesses since 2006.

Alongside his leadership at IFPG, he continues to leverage his extensive experience and expertise by serving as a valuable advisor and investor to aspiring franchisors. His significant impact on the franchise industry has been recognized in publications like Entrepreneur Magazine and Forbes.



**HAYLEY GUERRA**  
Director of  
Franchisee  
Success

Hayley Guerra, Director of Franchisee Success at THE MAX Challenge HQ, oversees all aspects of corporate operations, including marketing, unit-level business operations, and franchise development. Leading a dynamic team, she plays a pivotal role in planning and executing projects to help franchisees achieve their personal and professional goals.

Hayley specializes in project management and implements technological systems to streamline operations and enhance business outcomes. With her team's support, she has spearheaded initiatives such as a full-service marketing agency, a custom member-facing mobile app, and a transformative social media management tool for the franchise system. Before joining THE MAX, Guerra founded Web Wellness Woman, LLC., assisting small businesses in taking control of their online presence.



**TODD DORR**  
Director of  
Training &  
Programming

Todd is the Director of Training and Programming and brings over 35 years of teaching and coaching experience to the Farrell's team. Todd provides one-on-one kickboxing and strength training instruction to ensure new owners (with or without a fitness background) are prepared to bring expert knowledge and skills to their new location. He also oversees FXB University and the Farrell's Instructor Certification Program.

Todd had been at Farrell's since 1996 and his roles have included manager of a single location and operations director for multiple corporate-owned locations. Todd was Farrell's first taekwondo black belt in 1986, has a business degree from Iowa State University, and graduated from the Korean Language Institute at Yonsei University in Seoul, Korea in 1995.



**DAWN TANZOSH**  
Director of  
Finance

Dawn Tanzosh, has served as the Director of Finance for THE MAX Challenge HQ since November 2018 and brings a wealth of financial expertise to our franchise support team. Commencing her journey as a meticulous bookkeeper in October 2016, she ascended through the ranks, assuming roles such as Account Manager before attaining her current position. Ms. Tanzosh oversees the financial intricacies of both corporate entities and franchisee bookkeeping processes with precision and dedication.

Before to her tenure with THE MAX Challenge, Ms. Tanzosh served as an accountant at Bechstein America, Manalapan, New Jersey, from 2014 to 2016. Her earlier role as an Assistant Controller for a New York City-based real estate investment company also underscored her prowess in financial management. As the Director of Finance, Ms. Tanzosh is instrumental in maintaining the fiscal integrity of our operations, offering invaluable support to both corporate entities and franchisees.



**NATALIE BELFORD**  
Regional Director of  
Operations

Natalie Belford has served as our Regional Director of Operations since 2019 and plays a pivotal role in providing operational support to our franchise community. With a wealth of experience spanning over 30 years in the fitness industry, Ms. Belford is a seasoned professional dedicated to the growth and success of our franchise network. In her capacity, Ms. Belford excels in offering personalized coaching and mentoring to franchisees, addressing both their professional needs. Her expertise lies in evaluating the health of each business within the network and devising strategic plans that align with individual goals, fostering business growth.

A distinguished sales expert, Ms. Belford's impact extends to revenue generation through her unparalleled skills in membership sales. Her comprehensive sales training programs have been instrumental in significantly enhancing the financial performance of our franchise locations. Ms. Belford's business acumen and expert people skills, along with her extensive industry experience, position her as an invaluable asset in driving operational excellence and facilitating the overall success of our franchise community.



**MIRANDA CARVIN**  
Digital Marketing  
Manager

Miranda Carvin, Digital Marketing Manager at THE MAX Challenge Franchising for 2 ½ years, earned her Business Administration degree with a Marketing specialization from Ramapo College. With 7 years at Lawn Doctor, Inc. as a Marketing Manager, she transitioned to THE MAX Challenge.

In her current role, Miranda oversees the internal marketing agency, ENE, playing a vital role in franchisee operations. She focuses on lead generation, reactivation initiatives, member communications, and grassroots campaigns. Monitoring and optimizing campaign performance, along with providing continuous client support, are key aspects of her role. Outside of work, Miranda enjoys adventures with her husband and their three young children.



**JOSH RUBY**  
Creative Marketing  
Manager

Josh is the Creative Marketing Director at Farrell's responsible for creating physical assets/materials for all marketing and sales promotions, as well as in-house brand management. He handles design, social media marketing, photography, and videography. Josh graduated with a graphic design degree from Iowa State University and has been with the Farrell's corporate team since 2020.

Josh was the Senior Graphic Designer for the Mittera Group prior to coming to Farrell's and was a Certified Golf Coach for GolfTec in the Dallas area after graduating from Iowa State. Josh has a wide range of experience in sales, marketing, and coaching.



**CHRISTINA OTERO**  
Graphic Design &  
Marketing Manager

A proud alumna of Montclair State University, Christina holds a BA in Graphic Design and brings a dynamic blend of creativity and expertise to her role at THE MAX Challenge HQ. With a background in digital marketing and local franchise marketing for a large national brand, Christina is the vibrant voice and visual architect behind our digital presence. Her knack for crafting engaging content and designing stunning graphics encapsulates the essence of our brand, bringing our vision to life. Christina doesn't just create content; she develops turnkey marketing kits, empowering franchisees with invaluable resources for marketing success. In her role, Christina's work isn't just about making our brand stand out; it's about helping our franchisees shine. With her creativity and dedication, she transforms ideas into impactful content, contributing to the success of THE MAX Challenge community.

Outside the office, Christina enjoys dance classes at a local studio, and fitness classes at THE MAX, reflecting her commitment to a healthy and balanced lifestyle.



**MICHAEL SLOMCZEWSKI**  
Franchise Support Specialist

Michael is the Franchise Support Specialist, the first point of contact with Farrell's franchise owners. Michael has been a staff member at Farrell's for five years in various roles. Michael started his Farrell's journey in Peoria, IL as a student and part-time staff member. He helped launch the Waukee, IA Farrell's location in 2021 and was the Business Manager and Head Coach for two years before accepting a role on the corporate team.

Michael facilitates several FXB University courses and is an instructor trainer leading new instructor onboarding sessions and small group, location-specific trainings. Michael also leads several aspects of the franchise development process, including management of the FDD, sales process, new franchise territory sales, and existing franchisee transfers and renewals.



**VALENCIA VITALE**  
Franchise Support Specialist

Meet Valencia, the Franchisee Success Coordinator at THE MAX Challenge and the newest member of the corporate team. As a Franchisee Success Coordinator, she plays a crucial role in optimizing operational efficiency and communication between franchisors and franchisees. She leverages over 10 years of experience instructing, managing, and directing in the martial arts industry.

Holding a 4th-degree black belt in Tae Kwon Do and a purple belt in Brazilian Jiu-Jitsu, Valencia blends discipline with strategic acumen. Additionally, she earned two degrees in both Business Administration and Automotive Technology. Outside work, Valencia is an avid Brazilian Jiu-Jitsu enthusiast, reflecting a commitment to both physical fitness and continuous self-improvement.



**REBECCA GINSBERG**  
Graphic Designer

Rebecca, a Communication Design graduate with honors from Pratt Institute, supplemented her education at Parsons School of Design, School of Visual Arts, and Long Island University. Her diverse skill set spans illustration, graphic design, photography, and printmaking, applied across sectors like manufacturing, non-profits, education, and local businesses. Award-winning in graphic design and photography, Rebecca is not just a creative talent but also a dedicated businesswoman, holding leadership roles on boards and committees.

Her journey with THE MAX Challenge started as a member at the Manalapan location and evolved into a decade-long integral role in the corporate team. Rebecca, known for her innovative communication designs, contributes significantly to the organization's success and growth by collaborating with franchise owners. Beyond her professional accomplishments, Rebecca's personal interests, including her passion for Sci-Fi and comic books, and her recent milestone of becoming a grandmother, add a unique dimension to her profile. Her story embodies a multifaceted professional who seamlessly blends creative talents, business acumen, and community passion into a fulfilling career.



**ANDREA GRECO**  
Accounting Coordinator

Andrea Greco, the Accounting Coordinator at THE MAX Challenge HQ, has been with THE MAX for almost 2 years. She graduated from Rowan University with two degrees in Accounting and Finance and she is also a CPA. She started her career in public accounting as an auditor and has worked for a few companies doing corporate accounting, financial planning and analysis, and budgeting. She left the corporate world for a few years to start a family. She has 2 wonderful children, ages 8 and 6, and decided to get back into accounting so she joined THE MAX Challenge HQ part-time in March 2022. She is responsible for maintaining the books and records for current franchisees and works closely with franchisees to close books on a monthly basis. When she is not working, she enjoys doing lots of activities with her kids, exercising, and reading.



**IAN D'ARCY**  
Video Production &  
Marketing Specialist

With a passion for filmmaking that traces back to his early years, Ian's journey in the world of visual storytelling reached a notable milestone when he attended filmmaking programs at NYU. Eager to hone his craft, he further enriched his skills by participating in several filmmaking programs hosted at Industry Film School. Bringing a wealth of knowledge and a creative edge to THE MAX Challenge, Ian has been an integral part of the team for five years. During this time, he has demonstrated his expertise by producing a diverse array of videos. His portfolio includes training and instructional videos, compelling testimonial videos, attention-grabbing promotional videos, and engaging product videos. He possesses a keen ability to conceptualize and craft narratives that resonate with audiences.

His technical proficiency extends to video production, where he adeptly wields tools such as Adobe Premiere Pro for seamless editing. Ian also brings his artistic touch to motion graphics and visual effects, utilizing Adobe After Effects to enhance the visual appeal of his creations. Ian's commitment to excellence, combined with his extensive skill set, continues to make him an invaluable asset at THE MAX Challenge, where his passion for filmmaking translates into impactful corporate videos that captivate and inspire.



**BRANDON MILLER**  
Master Instructor  
Trainer

Brandon is a Certified Master Trainer at Farrell's. Brandon started with Farrell's as a martial arts student in 1995 and began as a full-time staff member in September of 2001. He helped launch Farrell's in the inaugural in 2001 as both a participant and instructor.

Brandon has led hundreds of instructor workshops over the past 22 years across the country, both to new and veteran instructors. He has a gift for communication and drive for success. Brandon recently purchased the Farrell's Martial Arts studio in Urbandale, Iowa, but still teaches an FXB kickboxing class every Monday.



**COLLEEN LEINEN**  
Master Instructor  
Trainer

Colleen is a Certified Master Trainer at Farrell's. She has been involved with Farrell's as a business manager and head coach since 2010 at several Farrell's locations in the Des Moines and Omaha areas. Colleen has many years of experience onboarding new instructors at the studio level and leading large group certification workshops throughout the Midwest.

Colleen teaches several classes throughout the week at her home studio in LaVista, Nebraska and rarely misses a daily workout. She loves traveling, hiking, and snowshoeing in Colorado with her husband, Tim.



**GABRIELLA BORDENABE**  
Master Instructor  
Trainer

Gabriella Bordenabe is a dedicated Master Instructor Trainer for THE MAX Challenge, showcasing her commitment to fitness and personal development. Starting as a member in her hometown of Old Bridge, NJ, Gabriella's passion for THE MAX Challenge led her to take on the role of instructor.

Gabriella's exceptional skills and enthusiasm on the mat earned her the position of Training and Development Coordinator with THE MAX Challenge HQ, where she played a pivotal role in enhancing the overall member experience, and spearheaded the launch of innovative programming and training materials.

Gabriella holds a Bachelor of Arts degree in Psychology and Criminal Justice and is furthering her education by pursuing a master's degree in Social Work. Despite her academic pursuits, Gabriella continues to actively contribute to THE MAX Challenge community, hosting quarterly instructor boot camps and certification testing, ensuring that instructors are well-equipped to guide members on their fitness journeys.





**APRIL KLASSEN**

Membership  
Enrollment  
Specialist

April started working in sales when she was 14 years old selling termite insurance in a call center. She then graduated to selling vacuums door to door. She also became the hiring manager and ran the call center for them, all while getting an Early Childhood Education Degree. She also has a thriving direct sale business selling nail polish. She then stumbled upon membership sales and found her calling! She has always been good at building relationships and relating to people. She loves to spread joy and awareness about how living a healthy lifestyle can help with depression and anxiety.

Her journey at THE MAX began in 2020 during the pandemic when she completed her first 10-Week Challenge and lost 40 lbs. She knew immediately that she wanted to be a part of THE MAX family and help others accomplish their dreams. She has been working in the call center for about 2 years and has helped multiple owners turn their business around.



**NICKI CHRISTOFF**

Membership  
Enrollment  
Specialist

A dedicated professional who has spent 16 years making smiles brighter in the dental field and impacting others with a heart for health and wellness, Nicki joined THE MAX team this year to broaden her impact on people's lives. Armed with a solid foundation in elementary education at Liberty University, she brings a unique blend of expertise to her new endeavors. Her commitment to helping others is evident in every step of her journey. With a rich background in both education and healthcare, Nicki continues to exemplify a genuine passion for making a positive impact on people's lives. She enjoys continually learning new things and reaching new goals. Nicki remains dedicated to empowering individuals on their journey to a healthier and happier life.

Beyond her professional pursuits, Nicki finds joy in the simple pleasures of life. She loves the beach, spending time with loved ones at home, and finding joy and positivity each day.



**ALISON RAMÍREZ**

Membership  
Enrollment  
Specialist

Alison Ramírez, with a rich background in retail sales and professional music performance, serves as a vibrant and encouraging presence within THE MAX Challenge's esteemed sales team. Her unique approach transcends conventional sales practices, as she dedicates herself to positively impacting the lives of individuals by developing authentic and meaningful relationships.

Alison plays a pivotal role at THE MAX by introducing her expertise to the sales team through engaging and inspiring conversations, while also blending in her experience with live performance through the confidence and personality in her calls. Her journey stands as a testament to the power of merging a creative soul with unwavering professional expertise, embodying leadership within the world of a fitness-focused corporate environment.



**AUSTEN TANGEN**

Digital  
Development  
Specialist

Austen, the Digital Development Specialist at Fit Franchise Brands, started here in January of 2024 and has been working with the team to help transition our digital platforms into this new and exciting era for the FFB Family.

Before working in web development, he spent the last 8 years as a brewer in the craft beer industry. He is also an avid Muay Thai practitioner, having fought in competitions across the East Coast and even had the opportunity to spend a few months training in Thailand. Austen's diverse journey reflects not only his adaptability in professional spheres but also his tenacity in personal pursuits, making him a dynamic force within Fit Franchise Brands.