

Shape your Pilates Education

Educational Centers

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New York
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New Jersey
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Texas
Virginia

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Evolved from the Source

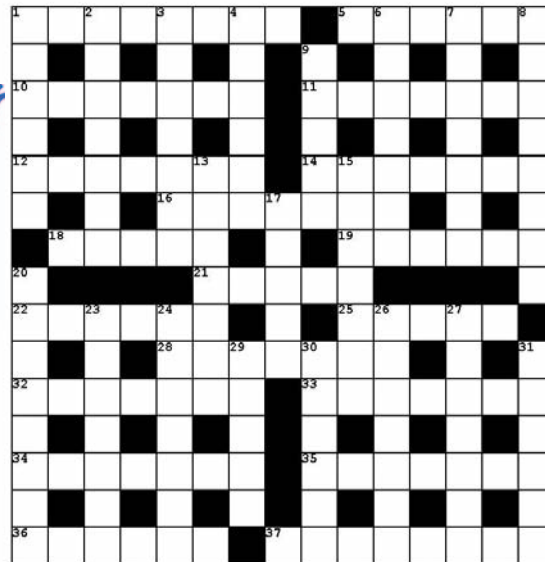
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readerplatform

Q: I'm new to the whole social media phenomenon. Will adding a blog to my website or starting a Twitter account really help boost my bottom line?

A: Tracey Mallett, owner of ATP Specific Training in Pasadena, CA, responds: "If you're looking to expand your brand, find new clients and connect with like-minded people, Twitter is the place to hang out. Start by following people in your industry, then search for people who are talking about Pilates and start up conversations with them. The more people you connect with and follow, the more potential business opportunities you're exposed to. Blogs are great for your bottom line, too: They contain dynamic content that will be picked up by search engines, bringing you more traffic—and business."

How Puzzling! by Myra Green and John de Cuevas



Across

1. Muscles used for rotation
5. Mr. Pilates
10. Presumptuous and bold
11. Shoulder: ___ cuff
12. What Joe was
14. A movement to advance a cause
16. Built
18. Look fixedly
19. In fine ___
21. Leader
22. A woman's name (Italian)
25. Glutes (colloq.)
28. Leftover food, for instance
32. A common bird
33. Chin-to-chest move
34. Uncommon
35. Eye doc
36. Your favorite Pilates exercise
37. Apparatus

Down

1. Place of business
2. Biggest
3. Two bits
4. Tolerate
6. Stick out
7. Pull out
8. Abs, after years of Pilates
9. Leaf near flower's base
13. Aromatic herb
15. Umpire
17. Porcelain ware
20. A type of cracker
23. Shoulder blade
24. Provide TLC
26. Spanish author Miguel de ___
27. Intel's chip
29. Confederate General Richard S. ___
30. Royal seat
31. Redactor

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