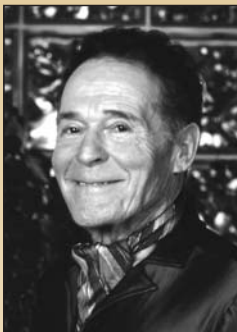




The Wellness Councils of America Presents...
A WELCOA Expert Interview

Blazing The Trail

The Founding Father of Fitness Tells His Story



Jack LaLanne

America's Number One Fitness Expert And Guru,
And The Nation's First Physical Fitness Television Personality.

When Jack LaLanne opened the nation's first health club in 1936, people thought he was nuts. When he went on the air 1951 with the nation's first fitness television show, people thought it wouldn't last. Today, at the ripe young age of 89, his TV show is still on the air, he is in better shape than most Americans and he is still going strong. In this exclusive WELCOA Interview, fitness pioneer Jack LaLanne talks with WELCOA President David Hunnicutt, PhD about LaLanne's lifetime of fitness and what it's going to take for Americans to get and stay healthy through their golden years.

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9802 NICHOLAS STREET, SUITE 315 • OMAHA, NE 68114 • PHONE (402)827-3590 • FAX (402)827-3594

VISIT OUR WEBSITE AT WWW.WELCOA.ORG.



ABOUT THE WELLNESS COUNCILS OF AMERICA

The Wellness Councils of America is one of North America's most trusted voices on the topic of worksite wellness. With over a decade of experience, WELCOA is widely recognized and highly regarded for its innovative approach to worksite wellness.

Indeed, through their internationally recognized "Well Workplace" awards initiative, WELCOA has helped hundreds of companies transform their corporate cultures and improve the health and well-being of their most valuable asset—their employees.

You can reach WELCOA at:

**9802 Nicholas Street,
Suite 315**

Omaha, NE 68114

Phone: (402)827-3590

FAX: (402)827-3594

**Email:
wellworkplace@welcoa.org**

**Visit our website at:
www.welcoa.org**

Topics Covered

- Q1:** When did you get religion about the benefits of physical activity?
- Q2:** When did you see changes in your health?
- Q3:** I imagine messages about exercise and fitness were rare, if not radical, at that time. Would you agree?
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- Q5:** You mentioned offering your television audience quick nutritional tips. What types of tips did you offer?
- Q6:** As a true pioneer of health and wellness, you've seen a lot over the years. Are you encouraged about the health status of Americans today, or are you concerned?
- Q7:** What do you do to maintain your physical activity?
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- Q9:** The extreme challenges you've designed for yourself are certainly amazing and very well known. Tell us about these physical challenges and how they came about.
- Q10:** Obesity is becoming a serious problem among our nation's children. What advice do you have for parents regarding their children's health?
- Q11:** The fast food industry is taking some heat for the nation's obesity epidemic. What do you think about fast food in the United States?
- Q12:** Jack, you're 89 years old. How do you feel?
- Q13:** If you could offer any advice to Americans what would you say?
- Q14:** Fifty years from now, what do you want people to say about you? How do you want to be remembered?



Blazing The Trail

The Founding Father Of Fitness Shares His Story

When Jack LaLanne opened the nation's first health club in 1936, people thought he was nuts. When he went on the air 1951 with the nation's first fitness television show, people thought it wouldn't last. Today, at the ripe young age of 89, his TV show is still on the air, he is in better shape than most Americans and he is still going strong. In this exclusive WELCOA Interview, fitness pioneer Jack LaLanne talks with WELCOA President David Hunnicutt, PhD about LaLanne's lifetime of fitness and what it's going to take for Americans to get and stay healthy through their golden years.

Jack LaLanne Fitness Pioneer

Jack LaLanne, often called the Godfather of Fitness, is a mover, shaker and motivator. Jack is a pioneer who opened the first modern health spa in the United States in 1936, and in 1951, brought exercise to TV. Although in his late 80s, Jack looks 50. He and his wife Elaine speak all over the world, inspiring people to help themselves to a better life, physically, mentally and morally.



Much of what Jack LaLanne stands for, preaches and believes in has become common practice today. Millions of Americans are working out, jogging and running, as well as walking for health, following the blazing trail set down by Jack LaLanne. You can contact Jack at info@jacklanne.com.

Q1: Jack, when did you get religion about the benefits of physical activity?

LALANNE: I got religion when I was 15 years old. I was a weak, sick kid. I was such an irritable child that my mother—just to appease me—would have me suck on a washcloth soaked with water, sugar and starch. By the time I was four, my baby teeth were all rotted out. When I was 13 or 14, I was 30 pounds underweight, and I began experiencing god-awful, blinding headaches. Not to mention the fact that I was a troublemaker in school. By the time I was old enough to drive, my health was so poor I dropped out of school for six months.

Oddly enough, it was during this time that my mother and I attended a health lecture that changed my life. I remember it to this day. It was held at the Oakland Women's City Club in Oakland, California. This man—Paul Bragg—paced up and down the stage speaking passionately about health. I remember him saying, "My dear friends, it matters not what your present physical condition is, and it matters not what you age is. If

you obey nature's laws, you can be born again." This advice saved my life. There I was, this skinny little fouled-up kid who couldn't play sports, who didn't have friends, who was constantly getting beat up—and some guy was telling me I could be born again. I listened intently to that lecture and when I got home that night, I got down on my knees and prayed, "Dear God, give me the willpower to stop eating these foods that are killing me." From that day on, I cut refined sugars and flour from my diet, I became a vegetarian for six years, and I joined the Berkeley, California YMCA. The rest is history.

Q2: That's an amazing story, Jack. When did you see changes in your health?

LALANNE: Almost immediately. Within a couple of days, or maybe a week, my headaches disappeared and I haven't had another since. It's still hard for me to believe. And another thing, it changed my personality. I had a terrible, uncontrollable temper, but after changing my health behaviors my temper disappeared. For me, it gives credence to the statement,



" I REMEMBER BEING CAPTAIN OF THE
BERKELEY HIGH SCHOOL FOOTBALL TEAM.

I WAS STRICT VEGETARIAN.

CAN YOU IMAGINE A VEGETARIAN

IN HIGH SCHOOL IN 1929?

IT WAS RADICAL TO SAY THE LEAST."

David Hunnicutt, PhD
President,
Wellness Councils of America

David Hunnicutt, PhD, was named President of WELCOA in 1995. Under Dr. Hunnicutt's guidance, WELCOA routinely distributes millions of publications each year to its corporate membership of over 2,500 companies, and over 500 Well Workplaces. These publications are designed to increase quality of life, enhance employee productivity and improve personal health, and well-being.



Known for his pragmatic approach and strong background in organizational development and corporate leadership, Dr. Hunnicutt is widely recognized as a national wellness advocate. By dedicating his professional energies to advancing the cause of corporate wellness, Dr. Hunnicutt consults with hundreds of organizations each year including Merrill Lynch, Caterpillar, and the United Nations to help them link health promotion objectives to business outcomes.

"You are what you eat." I was doing everything wrong. I was eating all the wrong things and I wasn't exercising. When I changed my ways, I saw results immediately. I was taking care of myself, and my body was taking care of me. Let me be perfectly clear: I'm almost positive that I wouldn't be talking to you today if I hadn't made those changes.

Q3: I imagine messages about exercise and fitness were rare, if not radical, at that time. Would you agree?

LALANNE: Absolutely. We're talking the late 1920s and early 1930s. Fitness wasn't something people talked or even thought about. When I was in high school, just 15 years old, I started my first gym in 1931. My first clients were the police officers and firemen who failed their physical exams. I had them all come to my gym—which, incidentally, was my back yard at the time. And after spending a little time getting them back into shape, every single one of them passed their physicals and went on to become police officers and firefighters.

Health and wellness wasn't a popular concept in those days. I remember being captain of the Berkeley High School foot-

ball team. I was strict vegetarian. Can you imagine a vegetarian in high school in 1929? It was radical to say the least. Another strange concept was weight training, which was something else I was doing. Few days went by without me hearing, "LaLanne, you're working out with those weights too much. You keep that up and you'll get muscle bound. You won't be able to run, swim or throw a ball." That was back in the early 1930s, and not much had changed by the time I went on television in 1951. Again, I'd hear people saying, "I can't believe that station picked him up—that muscle guy getting 80-year-old-people, women and athletes working out with weights. Give him six weeks and he'll be off the air." Thirty-four years later, I'm still on the air. Back then physical fitness was just unheard of.

Q4: Speaking of your television show, tell us how you got your start on TV?

LALANNE: I was minding my own business, just working at my gyms in Oakland and San Francisco, when I got a call from a friend managing the ABC Affiliate in San Francisco, KGO Channel 7. He told me they had this 90-year-old guy with a product he called the Kebowet. It was a health wafer he believed contributed to his longevity and health. He wanted to sell it on TV, but there weren't any TV shows appropriate for the product. My friend was looking for someone to run a TV show to fit this guy's advertisements. Off the bat I told him, "What the hell do I know about television. I don't have the looks, the voice or anything else for television." I tried my hardest to get out of the show, but before I knew it, I was in a stretch limousine heading towards Hollywood.

As we left my drive, this guy says to me, "Now Jack, if you had a television show, what would you do? I'm gonna give you some time to think about it. It's a 45-minute drive to our Hollywood studios." An hour later we pull up to a big, beautiful building with people running all about. In his office we sat down and he asked me again, "Now, Jack, if you had a television show, what would you do?"



FIRST AND FOREMOST, "IF MAN MAKES IT, DON'T EAT IT."

THINK ABOUT ALL THE JUNK PEOPLE EAT THESE DAYS.

CAKES, PIES, CANDY, ICE CREAM AND SODA POP—

IT'S KILLING PEOPLE. WE'RE NOT EATING ENOUGH

FRESH FRUITS AND VEGETABLES, AND THE SAME

WAS TRUE BACK THEN. I ALWAYS TOLD MY AUDIENCE,

"EXERCISE IS KING...NUTRITION IS QUEEN..."

PUT THEM TOGETHER AND YOU'VE GOT A KINGDOM."



Jack and his wife Elaine LaLanne travel throughout the world, lecturing and inspiring people to greater heights through exercise and nutrition.

He had a big gut on him so I said, "Scoot down in your chair and pull your knees tightly to your chest...now straighten your legs...now bring them back..." I had him do this about 10 or 12 times and he said, "Man, I can feel it right in my waistline." We went through six or seven more exercises while sitting in his chair. He got the picture and asked what else I'd do. I told him that I'd give the audience a quick nutritional tip and inspirational pep talk every day to keep them motivated and on the right track.

And no kidding, just like that he called his secretary and said, "Mary, get OJ in New York on the phone." Five minutes later, "OJ, stop all auditions; I've found my man." They were auditioning hundreds of people throughout the country, and if I had known this guy was the one making the decision, I would've been too nervous. Anyway, the next thing I knew, I was on the air with the first-ever health and fitness TV show.

Q5: You mentioned offering your television audience quick nutritional tips. What types of tips did you offer?

LALANNE: First and foremost, "If man makes it, don't eat it." Think about all the junk people eat these days. Cakes, pies, candy, ice cream and soda pop—it's killing people. We're not eating enough fresh fruits and vegetables, and the same was true back then. I always told my audience, "Exercise is king...nutrition is queen...Put them together and you've got a kingdom."

I would also tell my audience that by not using their bodies they were hurting their bodies. It's not a calendar that makes someone old—it's inactivity! Think for a second about all those 80 or 90-year-old folks in nursing homes thinking back to "the good old days." If they'd just get out there and do something, they'd double their strength, their energy, and endurance in as little as six or eight weeks. Research shows just how dangerous physical inactivity really is. These poor folks in retirement homes have let themselves go, and they're dying from inactivity.



"SOMETHING ELSE THAT WORRIES ME IS THE ADVERTISING ON TELEVISION TODAY. IT'S KILLING AMERICANS, AND WE HAVE TO DO SOMETHING ABOUT IT. JUST WATCH TV FOR AN HOUR AND YOU'LL SEE PEOPLE—ESPECIALLY ATHLETES—SELLING THEIR SOULS FOR MILLIONS OF DOLLARS TO ENDORSE THE VERY ITEMS MAKING PEOPLE FAT AND UNHEALTHY—CAKES, PIES AND SODA POP."

Q6: As a true pioneer of health and wellness, you've seen a lot over the years. Are you encouraged about the health status of Americans today, or are you concerned?

LALANNE: On one hand, I'm very encouraged by the number of people exercising today. There are more people exercising than I've ever seen before. On the other hand, there are more fat people today than ever before in our nation's history. Our message isn't reaching as many people as it needs to. We should be talking to kids in kindergarten and first grade. We should be teaching them about physical activity and nutrition. It's just as important for developing their brains as is reading, writing and arithmetic.

We should also instill a philosophy of pride and discipline in our children. No one should ever forget those two words—pride and discipline. It's what life is all about. Pride is about being your best, looking your best, and being the best person you can be. Discipline is about being able to make things happen. Our children should have pride in the way they look and feel, and pride in how they treat people.

Something else that worries me is the advertising on television today. It's killing Americans, and we have to do something about it. Just watch TV for an hour and you'll see people—especially athletes—selling their souls for millions of dollars to endorse the very items making people fat and unhealthy—cakes, pies and soda pop. Athletes should sell products that are beneficial, healthy, and good for Americans. Instead, they choose to sell their souls. If I counted all the dumb commercials I've turned down over the years, the money I could have earned would be in the millions of dollars. You wouldn't believe some of the stuff people wanted me to endorse—and I didn't endorse them because I didn't believe in what they offered. In all honesty, the people out there who are taking advantage of others, especially those who are practically killing themselves to get healthy, just make my blood boil. There are all sorts of "health" ads on TV for three-minute workouts, Buttmaster and you name it. People see these commercials, they buy the stuff, and they think they've improved their health. You can't buy improved health. It comes through hard work. A person has 640 different muscles in their body, and they all need a certain amount of work and a certain amount of stretching. A person must maintain their cardiovascular health through exercise. This is what people need, not the junk on TV. People have to realize that it takes some work, but the payoff is priceless.

Q7: What do you do, Jack, to maintain your physical activity?

LALANNE: I'm in the gym every morning by 5 or 5:30. I work out for two hours; I never miss. My daily workout consists of an hour to an hour-and-a-half on the weights and another half hour in the swimming pool. As I mentioned earlier, the human body has 640 muscles, and I work them all. One day I work my upper body, and the next day I'll work my waist, arms or maybe legs. When it comes to swimming, I have a number of workouts.



"I THINK IT'S IMPORTANT FOR PEOPLE TO CHANGE THEIR ROUTINES EVERY 30 DAYS. WE GET BORED DOING THE SAME THINGS DAY AFTER DAY. THINK ABOUT IT, IF YOU ATE ONLY CARROTS FOR THE REST OF YOUR LIFE, HOW BORED AND UNDERNOURISHED WOULD YOU BE?"



Ever the innovator, Jack LaLanne used television to reach out to millions of Americans with his message of, "Get up, work out and feel better." Jack's original shows can be seen daily on ESPN Classic, 7-10 a.m. EST and 4-7 a.m. PST.

In fact, I change my workout every 30 days. I might tie myself into place and swim for 30 minutes. Thirty days later I might swim sprints, swimming 25 yards, resting for 10 seconds, and swimming another 25 yards. Sometimes I swim laps for 30 minutes straight.

I think it's important for people to change their routines every 30 days. We get bored doing the same things day after day. Think about it, if you ate only carrots for the rest of your life, how bored and undernourished would you be? It's exactly the same reason people should change their routine, and it's exactly why there are hundreds of exercises. Changing your routine keeps your mind and body alert, responsive and safe.

I also believe in challenging myself. In all honesty, any stupid person can die; dying is easy. Living is tough. You have to exercise and stay fit; you have to eat well and think well. People should challenge themselves to make the most of their lives. In my lectures, I tell people they need to forget about the past and their old behaviors. Today is the day—it's the only important thing in their lives because it controls the future. The only thing about the past that's relatively important is not repeating the same mistakes. If a person begins exercising and eating better today, they'll be healthier tomorrow, living a longer, higher quality life.

I also want people to realize that they don't necessarily have to work out seven days a week, two hours a day like I do. Really, it's ridiculous. It's an ego thing with me; I just want to see how long I can keep this up. The important thing is, however, that they be doing something active. Inactivity is killing Americans.

Q8: Tell us, Jack, what do you do to maintain good nutrition?

LALANNE: For breakfast I have a soy drink containing 50 grams of protein. I also take 40 or 50 all-natural, vitamin supplements. For lunch, I have five pieces of fresh fruit and four egg whites. For dinner I have 10 raw vegetables finely chopped, and three ounces of fish. When I eat grains, I only eat natural whole



"ON MY 40TH BIRTHDAY

I SWAM HANDCUFFED FROM ALCATRAZ ISLAND

ACROSS THE SAN FRANCISCO BAY TO THE

CITY OF SAN FRANCISCO.

I NOT ONLY PROVED THOSE NAYSAYERS WRONG,

BUT MY LITTLE SWIM MADE INTERNATIONAL PUBLICITY.

MY SWIM HELPED OTHER PEOPLE REALIZE

THEY DON'T HAVE TO BE LIMITED

IF THEY DON'T WANT TO BE."

grains or brown rice. And lastly, my wife and I always have a glass of red wine with dinner. In all honesty, I'd rather see people drink a glass of wine than a glass of milk. I believe more people are killed by dairy fat—cream, butter, cheese, ice cream, and so on—than anything else in this country. There is just too much fat in most dairy products.

Q9. Jack, the extreme challenges you've designed for yourself are certainly amazing and very well known. Tell us about these physical challenges and how they came about.

LALANNE: When I turned 40, I was Mr. America and weight training intensely. But believe it or not, some people were still telling me I was too muscle bound and limited in what I could do physically. I also realized I was finally over the hump. I wanted to find something to prove those naysayers wrong, and challenge myself physically. I started thinking about the fact that no one ever successfully escaped



Jack LaLanne, on his 70th birthday, pulling 70 boats with 70 people for a mile and a half with his feet and hands tied.



"IF SOMEONE'S LOOKING TO LOSE OR MAINTAIN WEIGHT,
THEY SHOULD CONSUME SOMEWHERE IN THE
NEIGHBORHOOD OF 1,500 CALORIES PER DAY,
AND EXERCISE REGULARLY. WHEN SOMEONE CONSUMES
1,200 CALORIES IN ONE MEAL, THEY'RE NOT EXACTLY
ON THE FAST TRACK TO MAINTAINING OR LOSING WEIGHT.
IN ALL HONESTY, IT'S NO WONDER WE'RE SO FAT."

from Alcatraz Prison in the middle of the San Francisco Bay. I decided to attempt the escape. On my 40th birthday I swam handcuffed from Alcatraz Island across the San Francisco Bay to the City of San Francisco. I not only proved those naysayers wrong, but my little swim made international publicity. My swim helped other people realize they don't have to be limited if they don't want to be. I received calls from gyms all over the nation whose membership jumped 20 or 25 percent. Some people told themselves, "Gee, if that 40-year-old guy can do that, I can do something, and I'm going to start working out.

Every three or four years following my "escape," I'd try something different, something more challenging. One year I swam underwater below the Golden Gate Bridge to and back from San Francisco twice. Another time I towed a one-half-ton boat handcuffed and shackled from shore to shore under the Golden Gate Bridge. Another year, on one ski, I skied behind a helicopter for more than 70 miles between Fairlong Island and San Francisco. And my 70 at 70 occurred on my 70th birthday. I towed 70 boats a mile and a half with both my feet and hands tied.

On my 90th birthday, I'd like to try another extreme challenge. I'm planning

on swimming underwater from Catalina Island to Los Angeles just as I did under the Golden Gate. It should take 22 hours to swim the 26 miles, and I'll need to change air tanks every hour or so. I've been planning this challenge for several years now, but I've honestly been too busy to train as thoroughly as I should for such a swim. My wife also says she'll divorce me if I dare try that swim.

Q10:

Obesity is becoming a serious problem among our nation's children. What advice do you have for parents regarding their children's health?

LALANNE: First and foremost, parents should set a good and positive example for their children. Because children behave as their parents behave, parents need to live healthy lifestyles, especially in regard to exercise and nutrition. It's important for parents to make sure there's no junk food in the house. Too often parents don't take control of their kids. Kids are looking to peers for examples, not their parents. And when these kids get away from home, they start eating hamburgers and hot dogs and ice cream and all that junk their friends eat. If parents set a positive example and help their children understand why it's important to eat well and exercise regularly, we'll be heading in the right direction.

Q11: The fast food industry is taking some heat for the nation's obesity epidemic. What do you think about fast food in the United States, Jack?

LALANNE: It's terrible! It's why so many Americans are overweight and obese. It's killing us and it's killing our children.



Most people don't understand fast food hamburgers have anywhere from one thousand to twelve hundred calories. That's about the number of calories—in just one meal—a person needs over the course of their entire day. If someone's looking to lose or maintain weight, they should consume somewhere in the neighborhood of 1,500 calories per day, and exercise regularly. When someone consumes 1,200 calories in one meal, they're not exactly on the fast track to maintaining or losing weight. In all honesty, it's no wonder we're so fat.

"PEOPLE TODAY ARE MUCH TOO SERIOUS.

WE HAVE TO LAUGH A LITTLE BIT.

LIFE IS WONDERFUL! LIFE IS GREAT! IT'S FANTASTIC.

YOU'VE GOT TO LAUGH AND ENJOY YOURSELF.

I TELL EVERYBODY, 'THIS IS THE MOMENT I'VE WAITED FOR.

THIS IS THE MOMENT, BOY.

ENJOY IT.'"

Q12: Jack, you're 89 years old. How do you feel?

LALANNE: I don't feel any different than I did when I was 40. I'm keeping busy and active and I love it. My lectures and juicer keep my on the go. Have you seen my juicer? It's great. It's the most successful product in the history of television advertising, and we're selling them around the world—France, Germany, England, China, Russia, everywhere.

This juicer is the real deal. Doctors want us to consume six servings of raw vegetables and five pieces of fresh fruit per

day. And it's not always easy. But with my juicer, you put your six raw vegetables in the juicer—a whole potato or tomato, maybe a cucumber, whatever. In 25 seconds, you've got a day's worth of fruits and vegetables right there in your glass. You go to a restaurant and the vegetables you're served consist of a piece of lettuce and maybe a little piece of tomato. By juicing, you get the whole thing. And when you've made your juice, you've also got the pulp to make a variety of wonderful things—healthy deserts, soups, you name it. It's been great. We've received all sorts of letters with people saying our juicer saved their lives, they've lost 40 pounds, they've never felt better, their aches and pains are gone, or they're sleeping better. It's all because they're putting live, vital foods into their bodies.

If you put dead foods in your body, pretty soon you're going to be dead. By eating poorly, you're working on dying. People need to work on living.

Q13: If you could offer any advice to Americans, Jack, what would you say?

LALANNE: The first thing I'd say is don't lose your sense of humor. That's the trouble with people today. People today are much too serious. We have to laugh a little bit. Life is wonderful! Life is great! It's fantastic. You've got to laugh and enjoy yourself. I tell everybody, "This is the moment I've waited for. This is the moment, boy. Enjoy it." Too many people have a mindset where they think, "Oh, I used to do this," or "I used to do that." Well, how about today?

People need to work harder at living. As I said earlier, anybody can die. Hell, I don't care how long I live. It really doesn't mean that much to me. I do, however, want to be active while I'm still living. My wife and I go to rest homes, and we see these poor people just sitting around being miserable and sick and tired with their aches and pains. It just kills me to see it. If they'd just eat right, try juicing,



and get up and get some exercise, their lives would be dramatically improved.

We also need to change what kids are eating, especially in schools. Just look at what they're being fed sometime. It's horrible, if not criminal. It's also a major reason older people have a hard time eating better themselves. They were fed poorly in school, they've developed bad habits, and those habits are hard to change. They've become ingrained in their behavior.

Lastly, do you know what the power underneath my muscles is? It's my wife. Without her, there's not much to me. She's a helluva lady. She's come all this way with me. Sometimes this profession is tough. Moving all the time, negative publicity—especially when I first got started. But she's the one who's kept me going all these years.

Q14: Jack, 50 years from now, what do you want people to say about you? How do you want to be remembered?

LALANNE: I'll be here in 50 years—stick around and find out.



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