



DENNIS A. BRITTON, THE DESERT SUN

Michael and Susan Butler are the owners of Kinetix Health and Performance Center in Palm Desert.

Fit to succeed

Couple's business includes many aspects of sports conditioning

Michael and Susan Butler are the very models of what they sell — fitness and health.

They have created a business designed to turn high school athletes into champions and give the weekend golfer the proper mechanics.

Recently they sat down with business reporter Dennis A. Britton to describe their approach to business.

QUESTION: What is the core of your business?

ANSWER: Youth fitness and development. We take athletes of all sports and we train them at a high level so they can reach the next level in their sport. We do that both through our fitness services here in the building and through our sports camps.

We also do post-rehab physical therapy for adults. We have a golf conditioning program called Swing Fit. We also do fitness classes such as yoga, stretching, Pilates. And we do high-level muscular massage therapy. We cover all the bases of fitness and health.

QUESTION: What is your strategy for growing your business?

I believe running your business with integrity and tenacity will get you there. The way you run your business is how you get referrals

from clients who are pleased with what you do.

Our growth has been mostly by word of mouth from athletes we've trained and others we've helped. It's been good hard work that has helped us grow our business to where we are today.

QUESTION: How do you cope with the seasonality of your business?

In the summer time, we have three to four different sports conditioning camps for local athletes that keeps us going during the otherwise slow period.

So we are mostly doing youth fitness activities and that holds us over during the summer. We also run a weight-loss camp for kids here to get them more fit. We do our camps at La Quinta High School. We get there at 6 in the morning before they have summer school. They attend twice a week for six weeks to improve agility and quickness.

QUESTION: What is your advice for growing your business?

It's who you know who gets you there. It's what you know that keeps you there. And most importantly, it is keeping those who got you there. I believe that if you make the right contacts and you treat them with respect and in-

About Kinetix

Business name: Kinetix Health and Performance Center

Type of business: Health and wellness

Owners: Michael K. and Susan Butler

Years in business: 7

Number of employees: 2

Address: 38895 El Desierto Road, Palm Desert

Telephone: 200-1719

Days and hours: 7 a.m. to 9 p.m. Monday-Saturday.

tegrity that your business eventually will get to where you want to get it. If you treat others the way you want to be respected, you'll get where you want to get.

QUESTION: How do you juggle your personal life with the demands of business?

I think you have to have balance. I am here all day and long into the night, but I break my day up by treating myself to a workout. I do block out hours for my wife and my family. I think it is important to find personal time because when you are teaching children and adults to be healthier, you are helping them improve their personal lives and to become more productive. What we are teaching is important for us also to practice.

QUESTION: What is the most important lesson you've learned in business?

Paying more attention to the business details. When we found this location, we rushed into it. It was a good business decision, but what I learned is that you've got to take time and know what your goals are and how your location is going to fit into that. If we had taken more time, we may have made the layout different. This was our very first experience and while we are very happy where we are, I wish we had taken a bit more time.

QUESTION: How do you set yourself apart from your competition?

Through our credentials. I have national certification in strength and conditioning and many other licenses and certifications. Many of our competitors don't have those qualifications. We also have state-of-art equipment. So we set ourselves apart with the equipment we have and the quality of services we provide.

QUESTION: Who was your mentor?

Michael: My wife, Susan. She makes me a better person. She really is my better half.

Susan: We've also had clients who have shared their insights on how to run a business. We also wouldn't be doing what we are doing if we weren't given the gift by God to do it.