



FOR IMMEDIATE RELEASE:

University of Arizona Purchases 800 Vitaerobics Fat Finder Calculators for Food Stamp Program

Phoenix, AZ, October 9, 2012- Vitaerobics, a company that teaches families nutrition through products, programs and coaching, is providing The University of Arizona Food Stamp Nutrition Education Program with 800 Fat Finder™ calculators. The university purchased 800 of the simple-to-use Fat Finder calculators to give to food stamp-eligible families in an effort to help them make healthier choices when purchasing, preparing, and eating food.

“Food stamp recipients make up a disproportionate number of Americans who are obese, so we’re thrilled that the Fat Finder can help them to make better, healthier choices,” says Vitaerobics Co-Owner Johnell Borer McCauley, a food psychology coach and nutrition expert who owns the 25-year old company with her husband Michael McCauley. “Children learn what to eat from their parents, so if we start educating the parents on healthier eating, we can break the cycle of poor eating habits and the diseases of lifestyle that come with them.”

After Johnell’s father, John Borer, suffered a severe heart attack, her mother, Pat Borer, learned all she could about health and nutrition. In 1984 they founded Vitaerobics to help others with all they had learned. Their first product, the Fat Finder, was designed by their son-in-law, Michael. It has been featured on Good Morning America, Geraldo, and other popular shows.

Since its founding, Vitaerobics has helped over 750,000 people get healthy through its signature programs and products, including the Fat Finder. As a Food Psychology Coach, Johnell McCauley focuses on understanding why people eat. Here she shares the “4 Bs of Eating Healthy:”

- Know your “big why” – It is something deep inside you, something you’re passionate about and something big enough to drive your actions.
- Listen to your body - Are you really hungry? People can eat out of boredom, avoidance, anxiety or other reasons besides physical hunger.
- Use the power of your brain – By understanding how your brain creates habits, you can make healthy changes quickly and easily.
- Create a blueprint for success - There are no superheroes or arch villains when it comes to food. If you want dessert you can have it, but you need to have a plan and eat responsibly.

For free healthy eating tips and for information on the Fat Finder calculator or Vitaerobics, visit [www.vitaerobics.com](http://www.vitaerobics.com).

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**Johnell Borer McCauley, Co-Owner of Vitaerobics, Food Psychology Coach, Nutrition Specialist**



Johnell Borer McCauley is co-owner of Vitaerobics, a Certified Food Psychology Coach, nutrition expert, Certified Kid's Nutrition Specialist, speaker and best-selling author. Her approach to helping people eat more healthfully empowers them to create a healthy future for themselves and the ones they love.

Blending her passion for helping people with her knowledge of nutrition and psychology, Johnell creates lasting life-long change that goes deeper than just exercise and dieting. She focuses on the root causes behind our food choices, making it possible for almost anyone to break old eating habits and take control of their health; building a healthy relationship with food while still enjoying the foods they love. Through Vitaerobics, Johnell is committed to helping more than 10 million people eat healthier, and reversing the alarming trend of childhood obesity in the U.S.

The desire to make a positive difference in the nation's health goes back to Johnell's childhood. Having struggled with her weight from an early age, Johnell draws inspiration from her personal journey. She creates enthusiasm around living a healthy life by unraveling nutrition fact from fiction in ways that encourage immediate results and set the stage for a legacy of great health.

As a mother and grandmother, Johnell understands the influence we have on those around us and how it can change more than just our own life. That is why she focuses on empowering women to take control of their family's health. Being the oldest of nine children, Johnell recognized the importance of family at a young age.

Johnell was born in Kansas City, Missouri and grew up in Arlington, Virginia and Los Angeles, California. In 1985, she took over her parents' company, BoSew Accents, which provided craft, sewing and quilting products to customers throughout North America. Johnell instantly thrived as a leader by adding a new retail location, expanding the mail-order operation, and teaching hundreds of women how to use creativity to build their self-confidence.

Throughout Johnell's career she gained success by demonstrating her ability to lead complex projects while helping others excel. In 1995, after relocating to Arizona to be close to her parents, she became an executive assistant at an expanding consulting company. Once she had established the company's Scottsdale office, she moved on to become a manager at The Vanguard Group, the country's largest investment management company. There she handled several projects and earned multiple awards for her leadership. While at Vanguard, she earned her Series 7 and 24 securities licenses, which enabled her to lead the Scottsdale Financial Planning Operations Group.

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A supporter of women entrepreneurs, Johnell joined the premier women's business network, eWomenNetwork, in 2011, and was selected as the Managing Director of their struggling Phoenix/Scottsdale chapter in early 2012. Under her leadership, the chapter is now thriving and growing, and she was awarded the organization's prestigious Ambassador Award at its 2012 National Conference in recognition of her work.

Early in her career, Johnell studied economics at Cal Poly San Luis Obispo, where she met Michael McCauley, whom she married in 1978. After taking a break from school to start their family, Johnell continued her education at California State University-Hayward, earning her bachelor's degree in business in 1994. With all of her children grown and out of the house, Johnell went on to earn her master's degree in management in 2005.

After Johnell's father had a severe heart attack, her mother, Pat Borer, was dedicated to researching how to help him achieve and maintain a healthier lifestyle. Together, John and Pat founded Vitaerobics in 1984 to help others benefit from what they had learned. They became well known as the creators of the Fat Finder™ calculator, which Johnell's engineer husband Michael helped them design. Johnell's father passed away in 1996, more than 15 years after doctors initially told him to "get his affairs in order." During those years, he got to know 19 of his grandchildren, all born after his initial heart attack. He attributed his extended life to the healthy changes he made as a result of the approach to healthy eating embodied in Vitaerobics'.

Although she had a successful career in the corporate world, Johnell knew that she was meant to have a greater impact on the world. When Johnell's mother passed away in 2010, she and her husband Michael were honored to take over the family business and expand its reach. They have brought new life, information and technology to Vitaerobics, making it easier than ever for people to make better food choices for themselves and their families. Through her company, Johnell makes it possible for almost anyone to enjoy living healthier, more fulfilling life.

Originally, Vitaerobics worked almost exclusively with the medical community, including doctors, hospitals, clinics and weight management programs. Michael and Johnell have significantly expanded the company's reach, bringing the Vitaerobics approach directly to consumers everywhere. To date, Vitaerobics has helped more than 750,000 people live healthier lives, and they're just getting started!

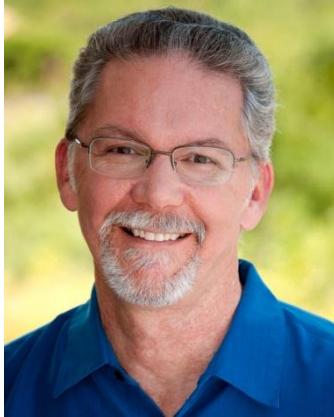
Johnell resides in Arizona with her husband Michael. She is a lifelong learner who loves to share what she learns with others. In what little free time she has, she designs jewelry, travels and spends time with their two adult sons and three grandchildren.

*"Once we learn to step back and focus on what we really want and why we want it, we are able to see the possibilities and quickly move from 'I can't' to 'I can',"* says Johnell.

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



**Michael McCauley, Owner of Vitaerobics, Personal Fitness Chef and Nutrition Expert**



Michael McCauley is co-owner of Vitaerobics, a Certified Personal Fitness Chef, nutrition expert, speaker and author, and an acknowledged expert on the neuroscience of personal change. As creator of Vitaerobics' signature programs, Michael is helping people everywhere to make healthy choices every day.

Michael uses his culinary skills to bring flavor and fun to healthy eating, while his expertise in the neuroscience of personal change enables him to guide people to make rapid and lasting transformations.

Born and raised in Los Angeles, California, Michael's path to Vitaerobics has had many twists and turns. He attended Cal Poly San Luis Obispo, earning his bachelor's degree in engineering. After graduation, he rapidly excelled in his professional life, initially as an engineer and project manager with Pacific Gas & Electric Company in San Francisco, Calif. While at PG&E, he continued his education by earning a master's degree in business and management from Golden Gate University.

In 1978, Michael married Johnell Borer, who would change not only his personal life, but his professional life as well. After Johnell's father, John Borer, had a severe heart attack at the age of 51, her mother, Pat Borer, dove into researching how to help him achieve and maintain a healthier lifestyle. Together, John and Pat founded Vitaerobics in 1984 to help others benefit from what they had learned. When Johnell's mother discovered that managing fat intake is one of the keys to maintaining good health, she had an idea to create what would become the Fat Finder Calculator™, and she called upon Michael and his engineering expertise to design it. The Fat Finder™ is a simple device people can use to quickly and easily calculate the amount of fat in food, and it's still one of the company's best-selling products 26 years later.

Leaving the corporate world in 1989, Michael joined a Silicon Valley start-up consulting firm, Integrated Project Systems (IPS), as its second employee. He quickly gained a reputation as a skilled instructor, personally teaching project management to more than 1,500 managers and executives at Fortune 500 companies around the world. At IPS he led the training and product development groups, creating the company's landmark coaching products and helping grow the company to more than \$13M in annual sales.

In 1997, Michael and a partner founded Cerebyte, a company that uses the latest research in neuroscience to give organizations the ability and the confidence to dramatically improve their performance. He led the product development group, creating the company's flagship products and its cutting-edge coaching approach. While at Cerebyte, his first book was published, "Strategy to Action in 10 Days," which is a guide to creating rapid and lasting change in organizations.

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Johnell's father, John Borer, passed away in 1996 and in 2010, with the passing of Johnell's mother, Pat, Michael and Johnell were honored to step in and run the family business, Vitaerobics. Michael had always been passionate about health and fitness, and he saw an immediate connection between the neuroscience-based methods he had created for changing organizations and the methods used to help individuals make healthy changes in their lives. It was a perfect time to bring these two passions together! He stepped out of his day-to-day role at Cerebyte in 2011 to devote his full attention to Vitaerobics.

Michael and Johnell have brought new life, information and technology to Vitaerobics, making it easier than ever for people to make better food choices for themselves and their families. Michael has personally experienced how healthy eating can improve the quality of life, both his own and that of others. In fact, he followed the principles in the company's five-step "P.O.W.E.R. Path to Healthy Eating" to lose 30 pounds, and he has kept the weight off for more than 15 years.

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Michael lives in Arizona with his wife Johnell. He enjoys woodworking, reading, driving his Corvette, and spending time with their two sons and three grandchildren (so far).

*"Nutrition doesn't have to be complicated, and you don't have to be perfect to eat healthy," Michael says. "With just a bit of knowledge and a desire to live life to its fullest, virtually anyone can significantly enhance their health, their life and their future."*

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



**Topics Johnell McCauley can discuss in media interviews:**

- The legacy of fat: how to NOT pass your bad habits on to your children.
- Your big “why” for eating right or losing weight.
- The 4 Bs to eating right.
- The 3-5 bite technique.
- How to have a healthier and more energetic mid-life.
- Make your child an adventurous eater with these quick tips.
- The wake-up call that changed her life.

## The Dieting Dilemma

Health Experts Say Losing Pounds Is More About Sustainability And Avoiding Trendy Diet Plans

### MT IN DEPTH

By Amanda Collins

*Special for Modern Times Magazine*

Sept. 21, 2011 — You look at the scale in the bathroom and wince. It's like it's just staring at you, a constant reminder of those extra pounds that seem to have taken up permanent residence around your midsection.

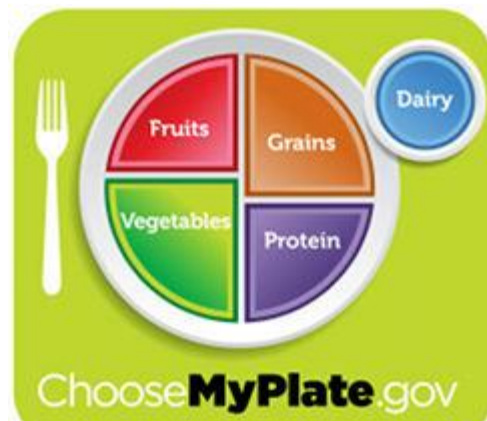
But before you head to your local bookstore to pick up the latest fad diet book and get ready to give up all of your favorite foods, consider that diets actually aren't designed to help you achieve your goal weight...at least not for very long. In fact, that diet that promises you'll lose ten pounds in two weeks may actually pose long-term health problems.

It's all about sustainability, according to many health experts. Diets that restrict the foods you eat have no chance of being successful because you can't follow them forever. That piece of chocolate cake is just too tempting, and before you know it, you're riding on the up-and-down roller coaster of dieting, trying desperately to get off and just maintain a normal weight. And that crazy ride doesn't just affect your waistline; it can have a significant impact on your self-esteem as well.

"Limited diets are not sustainable. Even the people who successfully achieve their goal weight will return to old eating habits and gradually regain the weight," points out Katie Williams of HealthyNutritionExpert.com. In fact, many people who lose weight tend to gain back not only the pounds they lost but some extra as well.

Another big issue with restricted eating is the loss of vital nutritional components. For example, many diets ban or limit carbohydrates, but they are the fuel that runs the body and should be a significant component of any healthy lifestyle. "Taking certain foods out of your diet and following a super-low-calorie intake will work for some time, but what ultimately leads to diet failure is sustainability," says Betsy Haley, the health-eating expert at Sinai Hospital in Baltimore. "Think of the body as a machine. If you stop putting enough fuel in a machine, it will break down. When a body goes without enough fuel during a diet, it gets nervous, thinks it is starving, and conserves fat," adds Haley.

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The U.S. Department of Agriculture's has replaced the Food Pyramid with "My Plate."

It's that conservation of fat that inhibits weight loss and often results in what you're trying to avoid: weight gain.

It all goes back to metabolism. According to Ling Wong, nutrition and wellness coach with [www.thoughts4foods.com](http://www.thoughts4foods.com), if calories are restricted, the body's metabolism decreases and it burns off fat more slowly. When you go back to eating normally, metabolism is still slow, causing the weight to stick. Metabolism changes can have an impact on thyroid function, potentially leading to hypothyroidism, warns Wong. And if you're able to lose the weight and take it too far, women can experience irregular menstrual cycles caused by low estrogen levels, which can also lead to osteoporosis.

If you're successful at losing pounds in the short term, the scale may not just represent a loss of fat.

"It's impossible to lose just fat in such a short amount of time. Fat burns fewer calories than muscle," says Jennifer Neily, MS, RD, consultant with Meals to Live.

And muscles need a balanced diet from protein and carbohydrates, which you might be limiting on a fad diet.

There may be some foods that are good to eliminate from your diet for good, says Tom Griesel, a Sun City resident and co-author of *TurboCharged: Accelerate Your Fat Burning Metabolism, Get Lean Fast and Leave Diet and Exercise Rules in the Dust*. He advocates removing refined foods and grains. Often, a healthy lifestyle does mean cutting out some of those foods that our culture now accepts as standard, such as fast food and overly processed products.

Truly, if long-term weight loss and health are your goals, you need to make a complete transformation. But that doesn't have to be laborious and overly challenging.

"Healthy eating doesn't have to mean 'radical' changes," says Johnell Borer McCauley, a Phoenix-based nutrition specialist and co-author of *Nutrition Unmasked*. Instead, she encourages education and gradually transforming your lifestyle to a more healthy approach.

Even the Center for Disease Control concurs, stating that, "The key to achieving and maintaining a healthy weight isn't about short-term dietary changes. It's about a lifestyle that includes healthy eating, regular physical activity, and balancing the number of calories you consume with the number of calories your body uses."

So get rid of those fad diet books and clear out the cayenne-infused lemon juice, fat-laden protein, pills, and potions you hoped would get you on the path to your skinny jeans. Instead, start reading labels and create a colorful diet full of vegetables, fruits, lean protein, and unrefined grains. And if you need a little slice of chocolate cake, it won't be such a big deal.

*Amanda Collins is an Arizona freelance writer.*