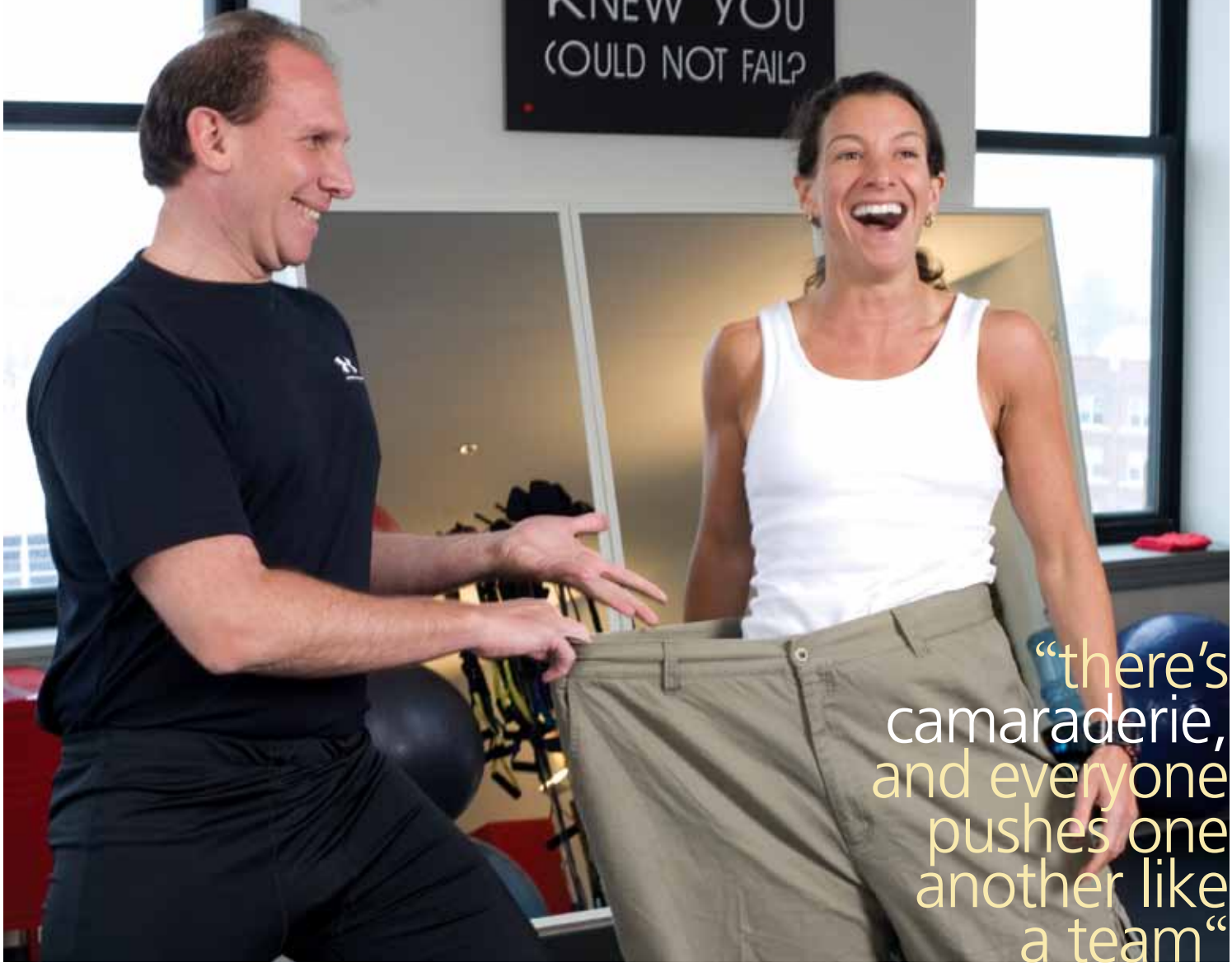


WHAT WOULD YOU ATTEMPT TO DO IF YOU KNEW YOU COULD NOT FAIL?

Herky shows Chris his old 44"-waist pants.



“there’s camaraderie, and everyone pushes one another like a team”

# drop the diet

and gain a  
new perspective

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**HERKY POLLOCK, 45**, estimates he has lost about 4,000 pounds in the course of his life. “But the problem with that,” he says, “is that I’ve probably gained 4,100.”

Sound familiar? It’s a way of life for yo-yo dieters - anyone who believes that losing weight is something you do until you can stop doing it ... until you have to do it again.

In the past six months, however, Herky has lost 90 pounds – nearly a third of his body weight – and built a strong, sculpted physique that has everyone he knows wondering how he did it. The fact is, he’s still doing it and he’s never going to stop.

**A lifestyle change.** The best way to change your body is to change the way you think. That’s not easy in a society that the federal Centers for Disease

Control and Prevention calls “obesogenic” – a term characterizing “environments that promote increased food intake, non-healthy foods and physical inactivity.”

Herky, a father of two and the executive vice president and national director of the Retailer Services Group of CB Richard Ellis, had achieved both personal and professional success. But it wasn’t until he changed his obesogenic lifestyle that he attained a level of comfort with himself he’d never known before. “My focus is on enjoying life, not what I’m going to eat from meal to meal,” he says as he steps into the vast pair of pants he wore when he weighed 300 pounds.

When Herky began his transformation, he had no

weight-loss goal, just a desire for mental and physical health. "The by-product of that was I lost a lot of weight in the process," he explains. "My stamina is significantly greater, and my drive is stronger than ever. I'm a highly motivated, type-A person, but the Achilles heel was that I was always out of shape, which affects your physical ability to do things."

**Company at the gym.** Herky realized he doesn't have to go it alone when he began working out with fitness trainer Chris Anthony, who in the past year has redefined "personal" training into "team" training. "It's more fun to [work out] with someone or in small groups. There's camaraderie, and everyone pushes one another like a team," Herky says. "I'm very motivated and want to be the best in the whole gym, but I also want everyone else around me to do well and share in that success."

Chris has won her own obesogenic battle, having shed 80 pounds from her petite, 5'4" frame. Old pictures on the wall of her bustling East Liberty gym show a far different woman from the force with the rockin' abs who makes repeatedly lifting a 10-pound medicine ball while balancing on one leg look easy. "It took me ten years of struggle on my own," says the mother of three. "I know what it takes, and I can hand it to you."

Chris streamlines workouts to provide maximum results in minimum time. "In the past, I sometimes worked out every day," recalls Herky. "With Chris, I can work out less than four hours a week and have more dramatic results than I ever had before. Chris is always searching for the newest, best routine for our workouts. She is a student and a teacher of fitness."

She also helps clients choose healthier foods and holds them accountable by monitoring what they eat. "Everyone has triggers," she acknowledges, "and they don't go away, so it's how you deal with them. You have to recognize your shortcomings and work them out."

**Seafood instead of steak.** Herky says he's finished with diets. "In the past, I always looked forward to stopping the diet. Now, I look forward to working out, and there's no difference in my eating, because I'm eating like a normal, healthy adult, and I'm following the rules about what's good for you in terms of healthy food."

He's come to love vegetables and fish, formerly his "least favorite" foods, and allows himself foods that used to be forbidden. "Now there's nothing I won't eat in moderation. I treat myself and get it out of my system, otherwise there will come a day when I will eat those foods to excess."



Herky also advises drinking lots of water. He tries to down half of his body weight in ounces daily; at 200 pounds, that's 100 ounces.

He's found the payoff to be tremendous. "There are so many time pressures today – kids, work, social life – that working out was the one thing I always put last on my list. Now I've found something I can do that requires a minimal amount of time and, coupled with eating properly, allows me to do everything I've ever wanted to do and more." •



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