

[Community Profile]

Sergeant Steve Training Women for Life

By Sue Marceau

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The Prescott Adventure Boot Camp For Women began as a “why not now” for U.S. Army Sgt. Steve Rosen while on an April 2012 business trip. Won over in a “whopping 24 hours,” he recalled the panoramic pull of Prescott as he stood atop the hill outside Red Robin on Highway 69 while talking to his wife, Carren, on the phone. That’s when the idea of Prescott as home stirred his imagination and sparked the journey.

Where many people might bide their time and wait years to take action, this couple converted their initial “nice, but not realistic” dream into a life change. A little more than one year later and retired from the U.S. Army after 20 years, Sgt. Steve moved with Carren and their two young sons to Prescott, bought the boot camp business license and opened shop. Now, he puts the training, discipline and people skills he gained through military service for a whole new type of recruit: women ages 20+ looking for exercises to firm glutes and quads, flatten abs, decrease body fat and increase stamina.

Proper form and core stability are emphasized while the boot campers engage in light running, weight training, obstacle courses, core training and jumping rope. On special days, they stretch, hike and team exercise. Armed with a sense of adventure, they stock their arsenal with exercise mats, hand weights, water bottles and running shoes. Weekdays from 5:30 to 6:30 a.m. or 8 to 9 a.m., they arrive at the Prescott Armory, 824 E. Gurley St., ready to fight for their goals. An evening camp also is offered Monday through Thursday from 5:30 to 6:30 p.m. The Cost of each four-week camp is \$250 for 20 hours.

“Sgt. Steve has been a great influence to all of us,” said Melissa Boyd, a veteran boot camper on her second tour. “He has gotten us to do [exercises] we never thought we could. He’s dedicated. He cares. He has a good sense of humor with us ladies. I would encourage everyone to try it at least once.”



Dressed in camouflage and boots, U.S. Army veteran Steve Rosen now serves as a trainer for women building strength into their schedules.

Photo by Kay Lyons

While researching the boot camp business model, Sgt. Steve was able, through mutual friends, to meet practitioners face-to-face and over the phone. The “recurring theme,” he said, is that they all loved what they did, a fact that appealed greatly to his desire to be “completely engaged in what I was doing. It doesn’t feel like work. I go off to play and have fun.”

Although his military career plays an enormous role in his credibility and leadership of the boot camps, Sgt. Steve describes his method as teaching, guiding and cheerleading versus “drilling.” Each woman is encouraged to work at her own pace, with substituted exercises and rest if needed.

“The camp is designed so that every day is different,” he said. “It’s intended to be fun and get results. My goal is to see women leading more healthy and fit lives and motivated [to work at it]. The bathroom scale needs to be thrown

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out. I like to see women feeling good and happy with who they are – not always checking a scale and agonizing over a number.”

About 80 percent of participants return for a second or even third camp, according to Sgt. Steve, prompting the question: what makes a boot camper want to go back?

“Everything!” said Boyd, who is in her second four-week camp. She said her favorite thing is “feeling a lot better about myself.” A smoker for 30 years, Boyd quit nearly two years ago. Now, she is focused on cardiovascular enhancement and getting herself into shape.

Boyd and her friend, Donna Clark, joined boot camp together last fall. The two women, both in their 40s, expressed enthusiasm for Sgt. Steve and the camp.

“Everyone just wants everybody to succeed,” Boyd said. “They just help push each other. There is no negativity.”

“Sgt. Steve’s energy,” Clark said. “His support. He is so great. That’s what made me continue. I am feeling amazing. I am so much stronger than I have been in a long time. I had never been able to do a push up before. The other girls in the camp help me push a little further. It makes you want to eat better.”

“Don’t be afraid of it,” Clark advises women thinking about Sgt. Steve’s boot camp as an exercise regimen. “You will be really happy with your results.” QCBN

More information about the Prescott Adventure Boot Camp is available at www.prescottbootcamp.com or by calling 273-7788.

