



The Hundred!
Journal of the Pilates Method Alliance®
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CAROLA (continued from page 3)

Some of the clients had been coming to the studio for many years. There were special friends of Carola's like Fransisco Moncion. A founding member of New York City Ballet, Frank had studied with Joe for many years and still came to Carola's regularly after his retirement from dance. He was generous with his time and knowledge, a wonderful balance for Carola's impatience and unwillingness at times to explain things. She had trained so many teachers over the years and was undoubtedly tired of investing herself, especially when she was chronically short-staffed.

Getting along with Carola could be extremely challenging. She was very demanding and sometimes quite moody. She was a very successful businesswoman when business was still a man's domain. All of the teachers shared responsibility in maintaining all aspects of the business. There are many who couldn't tough it out for long, but those who did gained invaluable experience. Carola maintained relationships with many of her ex-teachers including Mary Kasakove, Brenda Anderson, Fran Lehen, Judy Coleman and Jillian Hessel. These are all excellent teachers who continued developing their skills and knowledge and created successful long-term businesses.

Mark Your Calendars Today!

The 4th International Educational Conference
of the Pilates Method Alliance

Celebrating our Heritage
Creating Professional Standards

New Orleans, LA
October 31 - November 3, 2004

OCTOBER 31 - NOVEMBER 3, 2004

Don't miss the who's who conference on Pilates! Conference fees included workshops and continental breakfast daily and our special Welcome Reception on Sunday night - *Rendez Voodoo* - be sure to bring your costume!

On-line registration is now available through the website. Registering on-line will save your organization time and money by streamlining this procedure. Register today because great Pre-Early Bird & Early Bird pricing is available!

President's Message

Kevin A. Bowen

Welcome to the latest issue of *The Hundred!* There are many exciting changes happening at the PMA.

NEWS ABOUT THE NATIONAL CERTIFICATION EXAM...

On June 1 we will begin the PMA Certification Exam process. We have hired Castle Worldwide—a leader in this very specialized field. Castle is the most flexible and responsive testing company in the industry. Their experience, reliability, and knowledge in this field are unparalleled.

Our first step in the process is the creation of a job analysis panel. The development of an accredited exam must follow certain logically sound and legally defensible principles and procedures. These principles are outlined by the following organizations: The Federal Government's Regulations of Uniform Guidelines on Employee Selection Procedures, National Organization for Competency Assurance (NOCA), National Commission for Certifying Agencies (NCCA), Council on Licensure Enforcement and Regulations (CLEAR) and manuals, such as *Standards for Educational and Psychological Testing*.

The purpose of an assessment program is to ensure competence and professionalism in the respective field. Such a program will also provide assurance that practitioners have met specific criteria to ensure that they are competent in the provision of service.

As we proceed through this process we will be keeping our membership up-to-date on our progress via e-mail updates and our newsletter.

CELEBRATING OUR HERITAGE... CREATING PROFESSIONAL STANDARDS... Our 4th International Educational Conference is fast approaching. Registration is now available online! To view and download a printable schedule of events, go to: www.pilatesmethodalliance.org/conf2004sch.pdf. For presenter bios, go to: www.pilatesmethodalliance.org/conf2004bios.pdf.

Also, directly from the home page of the web site, you can click into our online conference registration form, and actually take care of all your registration procedures online! From selecting your workshops to paying for the event, all will be taken care of in minutes!

This year we strongly urge everyone to make their hotel reservations early as it is a holiday weekend in New Orleans.

REMEMBER TO VOTE THIS FALL... Remember to request an absentee ballot early from your local elections office as we will be in New Orleans during this most important Presidential election it is of the utmost importance that **EVERYONE GET OUT TO VOTE!**

Best regards,


Kevin A. Bowen

Calling All Volunteers!

We need volunteers to assist us at our New Orleans conference. In exchange for working in a fun environment for a great organization you will have all conference fees comped. Please contact Bridget at the office for more information:
bridgetc@pilatesmethodalliance.org

Calling All Conference Presenters!

If you would like to be a presenter at the 5th Annual International Educational Conference in Palm Springs, CA, on November 3-6, 2005, please download a CEC provider application form from the web site and apply as a Conference Presenter.

We will begin accepting applications July 1st and we will post all necessary information on the PMA web site. Please be sure to turn in your request with the appropriate paperwork *no later than September 15, 2004.*

Visit Us At:

www.pilatesmethodalliance.org

for the latest news and information from
YOUR organization!

Summer Health Tips..

Did you know that the cost of healthcare for adults with diabetes is at least 153 billion annually? More than 300 million people are expected to be diagnosed with diabetes by 2025, pushing the direct health-care spending to nearly \$400 billion dollars.

With the summer season fast approaching here are some hiking / walking tips to remember:

- Three blasts of a whistle is the universal signal for help.
- Wear merino wool or synthetic blend socks as cotton socks trap sweat.
- Remember keep your energy up and your blood sugar stable. Bring a snack or snacks with you and be sure to drink plenty of water.

A Note About The Newsletter...

If you are not a member of the Pilates Method Alliance this will be the last newsletter you receive from us. If you would like to continue receiving our newsletter and updates please contact the office for information. Mike@pilatesmethodalliance.org

Insurance Renewal Reminder...

It is time for everyone to renew their individual liability insurance policy. Visit the PMA web site and go to the downloads section to retrieve renewal forms. The insurance policy runs from 5/1/04 – 4/30/05. The cost for the 2004 –2005 policy is now \$125.00. *Renewals are not automatic*, so you must fill out a new application in its entirety and be current with your PMA membership.

Kids and Healthy Bones...

One study of 477 kids ages 6 to 13 who had suffered repeat bone fractures found that 67% already had osteoporosis. Building strong bones during childhood protects against osteoporosis for life. Kids need 500 mg of calcium daily until age 3; 800 mg from ages 4 to 8; and 1300 mg until age 18. (*from Prevention Magazine*)

Wellworks Software

Wellworks software enables you to manage your studio more easily and efficiently. You will gain more free time to pursue your passion and reduce the stress of running your business. Please visit www.thewellworks.com to learn about our 45 day FREE trial. Or call us at 888-515-3099

Metro Pilates

Metro Pilates specializes in training Pilates instructors on how to develop corporate Pilates Business. We supply professional marketing tools, promotional strategies, and sales training for success. For information: 877-239-0340 (toll free). www.metropilates.com

THE Hundred!®

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Carola.

by Deborah Lessen

“Disciplined, consistent, demanding.”...

I noted at her funeral that of the many of her teachers that attended, all seem to have accepted Carola’s work ethic, dedication and love affair with the Pilates method. She often referred to Joe and Clara, but Carola was my model for professionalism and self-respect in her work.

Born on May 26, 1913, Carola Strauss Trier was a German refugee who began as a dancer and spent 22 years in show business. She studied at Kurt Joos’ Folkwang School in Essen, intent on pursuing a concert dance career. Because of the political climate she transitioned into show business and eventually developed a slow-motion contortion act on roller skates. This act, “Miss Carola” brought her success in the night club and cabaret circuit. She came to America with this act in 1942.

An injury which occurred during an audition at Radio City Music Hall led her to her second career. Dr. Henry Jordan, former head of orthopedics at Lenox Hill Hospital, recommended that Carola study with Joe Pilates to rehabilitate her knee. Carola spent 10 ten years studying both with Joe and the Lenox Hill orthopedics unit where she worked directly with Dr. Jordan in establishing exercise protocols for patients he referred to her and even observing their surgeries. Joe assisted Carola, his first protégé to open a studio, and the Pilates’ and Carola remained friends until their deaths.

Carola was a petite woman with a huge persona. She was very well-educated, spoke at least three languages fluently and was an avid reader and theater-goer. She was always impeccably coiffed and manicured- a stylish shock of silver-white hair, Chanel red nails. In her teaching garb, a long-sleeved black leotard, hose and ballet flats, she looked formal and expected to be addressed as such. She made each client feel special and her studio was always packed.

Each new client was given a first session by Carola which was comprised of an assessment and introduction. She stood the client in front of a full-length mirror, designed by Joe, with waist-height handles for the clients to steady themselves. She described the structure of a building, starting with the basement (the feet), and working up through the support structure using her words and hands to bring the client into proper vertical posture. She explained that the Pilates method would enable the client to achieve this ideal posture.

The clients fell victim to Carola’s European charm until the terrifying moment that she instructed them to release their hands from the mirror frame and maintain their new vertical posture. This was definitely a performance on Carola’s part, but I came to understand that the postural introduction served her purpose of assessing the needs of the client.

She would continue the session utilizing the reformer, first explaining the mechanics and physicality of breathing and then immediately employing breathing in exercise. The first session usually lasted 45 minutes, the length of Joe’s sessions. The client was required to lie down for ten minutes at the end of the session before leaving the studio. Carola’s presentation of the material in the first session was extremely seductive and intriguing. In short order the client would be transformed by consistent (minimum twice weekly) body-conditioning sessions.

“Exercise” was a positive word in Carola’s vocabulary. Note the title of her 1982 book for Greenwillow Books, “Exercise: What It Is, What It Does.” Carola used to say, “If you do not feel a significant difference in two months, Pilates is not for you!” However badly you may have felt when you arrived at the studio, Carola would prove to you that exercise would lift the spirit, ease the mind and mend the body.

During the time I worked for Carola, I was exposed to a broad range of physicalities and problems. Many clients were referred to her by orthopedists familiar with the Pilates work, particularly Dr. William Hamilton and Dr. William Liebler, protégés of Joe’s friend and colleague Dr. Henry Jordan.

Carola particularly enjoyed working with injuries and chronic problems. This is where her influence was profound on my professional future. I followed her down this path, thinking this was part of the Pilates tradition. She was innovative in her work, but never compromised the Pilates philosophy or exercises as she had learned them from Joe and Clara. The teachers Carola trained were grounded, clear and concise.

The studio clientele included many performers, from children to the elderly, in all states of health. Carola had photographs of luminaries past from American Ballet Theater, New York City Ballet, Martha Graham Dance Company, Metropolitan Opera and Broadway. Everyone came to work. Everyone was treated equally and expected to work hard.

CAROLA (continued on page 4)