

### Alice Peveto

**location:** Baldwin City, KS  
**occupation:** Group Exercise Instructor



**Getting Fit:** "The biggest motivation for me is knowing that I can help people reach their fitness goals and also just having a great time teaching class and getting to know everyone who attends my classes!"

**Moving Forward:** "I ran my first marathon and am planning to do another one in the fall. I don't know which one yet, but I'm currently training."

**Working For Change:** "The overall fitness level of the entire community where I live. I would love to see entire families out and about exercising together, getting their children exposed to a healthy lifestyle early on sets the stage for a lifetime of healthy activity."

### Will Shields

**location:** Overland Park, KS  
**occupation:** Owner: 68's Inside Sports



**Stat Sheet:** Will Shields is second only to Brett Favre in consecutive starts and a 13 year tenure with the Kansas City Chiefs. A Fort Riley native, he lived

the dream of playing for his childhood team and is now focused on making people healthy in the community. "I also started the Will to Succeed Foundation which provides aid and resources to families less fortunate than ourselves."

**2009 And Beyond:** "I have the opportunity to help people of all ages better there way of life and would like to educate the youth about the science behind physical activity and all of the benefits that come with it. Building and growing my company."

### Kathleen Stegman

**location:** Overland Park, KS  
**occupation:** Owner: Midwest Medical Aesthetics Center, P.A.



**Working For Change:** "I continually work to educate in the way of the aesthetic field over the 18 years I have been in this business. I also contribute with many donations to all sorts of

charities with silent auction gift certificates. I hire and train girls that would have to pay thousands to be taught what they learn from me and have provided new estheticians an opportunity to learn and advance and have stable employment in their fields."

**2009 And Beyond:** "Professionally, I want to continue to advance in the field of Body Sculpting techniques and to offer Kansas City the best in both non-surgical and surgical body sculpting procedures."

### Ashlee Broom

**location:** Merriam, KS  
**occupation:** Ex Producer, West 18th Street Fashion Show



**Workin' It:** "My biggest professional goals involve turning the Kansas City Crossroads' annual West 18th Street Fashion Show from a small, artists-only event into a large-scale, community-centered downtown KC event that attracts designers from all over the country and spectators from the far-reaches of our area."

**Keeping It Together:** "Keeping true to my belief that what I do best is "keep artists organized." Whether that's managing the designers for the West 18th Street Fashion Show or managing operations for the artists at the Arts Incubator— a non-profit arts organization in the KC Crossroads, I feel like my helping to nurture and organize the left brains of our community's artists gives them an edge on their careers and successes."

### Lesley Seuferling

**location:** Louisburg, KS  
**occupation:** Manager, Co-owner Louisburg Athletic Club



**Getting Fit:** "I love waking up early each morning with the anticipation of what is to come and asking myself, 'Who will I meet today and what can I do to encourage or help

improve the health and well being of those around me."

**Giving Back:** "Opening Louisburg Athletic Club which is a 24-hour facility. Louisburg never really had a club before we opened six years ago and many people had never had the accessibility of having a gym to work out in or never incorporated fitness into their life. Now we are serving those in the community with a great place for them to achieve their goals and increase their quality of life."

### Kevin W. Peterson

**location:** Shawnee, KS  
**occupation:** Woodside Tennis & Health Club/Membership Director



**Giving Back:** "For 10 years I designed landscapes in AZ and "beautified" the community one project at a time. Probably the most rewarding thing I've done is coach youth sports. I feel like

I gave the kids confidence, taught them a lot about the sport, and made sure they had fun, which is always the most important."

**Real Talk:** In the community, I would like to see everyone take personal responsibility for their health (or lack thereof). This country is fat and getting fatter! Many people over-eat, don't exercise, eat junk food, have lots ailments & illness, take prescription drugs, and then complain that our health care costs are too high. Hey, take care of yourself!"

### Brandon Musick

**location:** Olathe, KS  
**occupation:** Fitness Director: Prairie Life



**Family Man:** "In 2007 I was voted best personal trainer and one of the most successful people under 30. However, My greatest accomplishment is when I said my wedding vows.

My wife, Cassie is my strength and keeps me balanced. We are blessed with an amazing daughter who reminds me everyday what's important in life."

**Getting Fit:** "I help people look good naked! I encourage my clients to go beyond what they believe they are capable of. My niche is weight loss, but I've trained kids, triathletes, or even special populations. Beyond vanity, I've impressed upon my clients the need to embrace a healthy lifestyle and recognize that they are not irreparably broken."

### Dr. Gretchen Knust

**location:** Lee's Summit, MO  
**occupation:** Naturopath, Personal Trainer Yoga Instructor



**Getting Fit:**

"I give free educational talks to help inform individuals in the community of the opportunities available for them to improve their health. As a trainer, I am able to really get to know each client as an individual and discover how I can help them the best. I assess each clients fitness needs, help them set there goals, and then assist them in accomplishing them through different modes of training which includes, but is not limited to cardiovascular endurance and strength training, plyometrics, boxing, yoga, pilates, and I do nutrition counseling as well."

**Said It Best:** "Success is Loving Life and Daring to Live it!" ~ Maya Angelou