



District 11 Statistics The Honorable Marcia Fudge (D)

1,381 Jobs Created/Retained

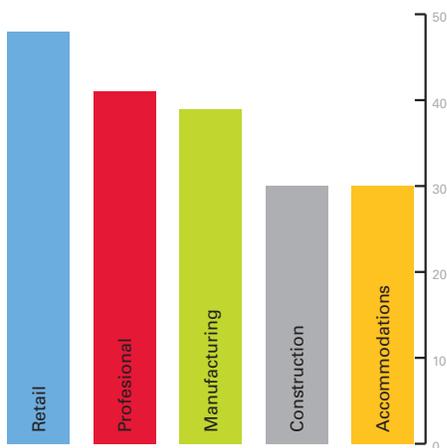
36 Businesses Started

\$8,423,650 Capital Infused

3,477 Hours Counseled

542 Clients Counseled

Top 5 Businesses Started and Existing



Success Story NuLife Fitness Camp

When it comes to weight loss, Miesha Wilson doesn't mess around. Her gym, NuLife Fitness Camp, does not subscribe to the hands-off approach used by most fitness centers. Instead, members are required to come at least three times a week, follow a pre-planned diet and complete a weekly evaluation of their progress. The approach is unconventional and the workouts are demanding, but the results speak for themselves: more than 100,000 pounds have been lost since NuLife began in 2006.

Each step of the way Wilson has worked with the Small Business Development Center (SBDC) at the Urban League of Greater Cleveland. From effectively marketing her first location, to opening her second and third locations, to planning her nationally sold fitness DVD, Wilson has made full use of the services provided by her local SBDC counselors.

"The Urban League has been a great resource all the way through my seven years," says Wilson.

She is thrilled that her structured approach to weight loss has helped so many people and her recent DVD and franchise agreement point toward her aspirations of improving health and well-being beyond just the Cleveland area. "We may be from a small town but we have to think global," she says. Wilson plans to continue using the SBDC as she helps even more people lead happier, healthier lives.



Small Business
Development Centers

John R. Kasich, Governor
David Goodman, Director
Development Services Agency



www.ohiosbdc.org