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THE BUZZ ON BUSINESS



JIM MACLEAN/RIVERTOWNS ENTERPRISE

Joseph Frisenda at the Push studio on South Buckhout Street.

Trainer offers customized ‘push’ at studio

By David Maggiotto

Every new year brings New Year’s resolutions, and first on many people’s list is improving their health and well-being. However, this resolution is fulfilled by far fewer than the number who make it, as some find it difficult to begin a fitness routine safely and in earnest.

This is where Joseph Frisenda, owner of Push Personal Training, located in the Trent Building at 50 South Buckhout Street in Irvington, can be of service. His patrons, ranging from marathon runners to those who have never set foot on a treadmill, visit the 1,000-square-foot training studio to experience a focused workout guided by a seasoned personal trainer.

The sessions include a cardiovascular warm-up, followed by 45 to 55 minutes of activity that could include weights, plyometric movements, and short-wind sprints. No movement is assigned without careful thought by the trainer. “Everybody has individual goals and needs, and I like to cater the program to

the individual’s lifestyle,” Frisenda said in a phone interview this week.

The 38-year-old Dobbs Ferry resident began personal training about 10 years ago, and in 2004 he became certified with the National Academy of Sports Medicine (NASM). He continues his education with seminars and workshops that keep him current on health science, which he applies to his clients’ conditioning.

“It’s not just about getting the heart rate up and making the muscles work — you can always do that,” Frisenda explained. “Here, safety and preparation are paramount. There is always a progression and sequence to things.”

Frisenda is from Cold Spring and moved to Dobbs Ferry three years ago with his son, Octavian, who is 13. As a young adult Frisenda was a member of the carpenters union, but he determined he was unsatisfied in that line of work. “It wasn’t the right fit,” he said. “I wanted to do something where I feel I can make a difference in people’s lives.”

Always a proponent of exercise in his own life, Frisenda became certified as a

trainer with the Aerobics & Fitness Association of America (AFAA) and began training part-time. He continued his training with the NASM certification, which he said is more in-depth and difficult to obtain than the AFAA’s, and began working full-time as trainer at the New York Sports Club in Larchmont.

He began making appointments with clients in their homes, and left New York Sports Club to pursue work in smaller, boutique gyms in the area, and in July 2011 joined the staff at The Resistance, located at 145 Palisade Street in Dobbs Ferry. Early this year its owner decided to discontinue the lease, and in March, Frisenda, along with a second trainer, began paying rent on the space month to month.

“I always aspired to have my own business,” Frisenda said, and he saw an opportunity in The Resistance. He purchased the fitness equipment from its owner, and in June decided to move everything to a space that suited his needs better in Irvington. The move was no small feat, which Frisenda accomplished with a moving

truck and the help of a few hired hands over two days. “It was literally tons of equipment,” he said.

Among Frisenda’s wellness expertise is nutritional counseling and post-rehab training. He said he enjoys helping people become stronger, whether “somebody is elderly and wants to be able to reach in the cupboard and not lose their balance, or if someone likes to go kayaking or hiking on the weekends.”

His job is also to put people at ease, a mission that applies especially to the New Year’s resolution crowd and other fitness neophytes. “A lot of people are stepping out of their comfort zone walking into a gym or starting an exercise program. We’re sensitive to that here,” he said.

Sessions at Push Personal Training are by appointment and cost \$70 to \$85, depending on the number purchased. A special introductory package is currently being offered, which includes four sessions for \$189. Appointments can be made by calling (914) 274-8388, or by emailing info@pushpersonaltraining.com.