

Daily Record

MORRIS COUNTY

WEDNESDAY, NOVEMBER 24, 2010

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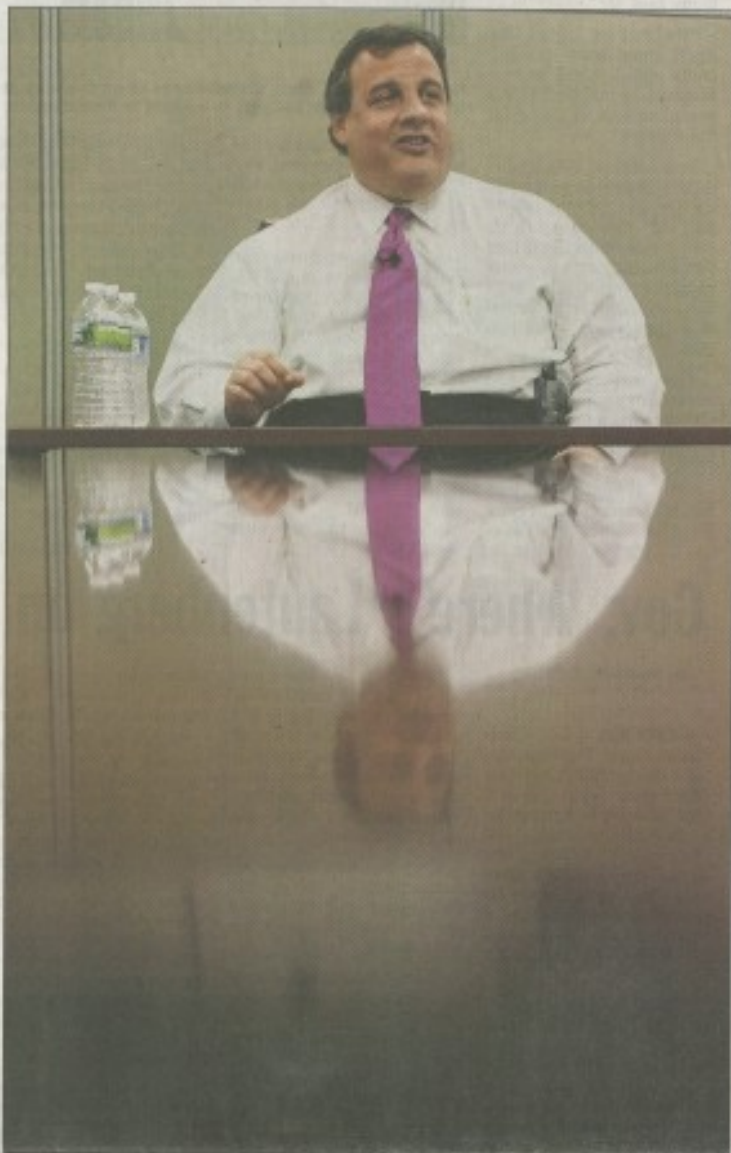


VIDEO OF
THE DAY

Turkey trouble? Watch
this video to learn how
to carve a turkey.

DailyRecord.com/
Video

AGAIN SAYS HE WON'T RUN IN 2012
But suggests president should compromise



Car crashes tie up traffic on Route 80

Van overturns on Route 15

By **TEHANI SCHNEIDER**
STAFF WRITER

Morris County motorists were hangered Tuesday by multiple crashes on Route 80, while a separate accident on Route 15 in Jefferson shut down the road and nearly took out a township landmark.

"It's been a crazy morning," Jefferson police Capt. Eric Wilsusen said.

The single-vehicle accident that snarled traffic on Route 15 occurred around 7:30 a.m. The driver of a 2002 Ford Econoline van failed to negotiate a curve shortly before the intersection with Berkshire Valley Road near the boundary with Rockaway Township, police said.

The van veered off the road, struck a guide rail and overturned onto the median before striking a township landmark, police said.

"The vehicle actually rested on the 'Welcome to Jefferson' sign," Wilsusen said.

The driver, Arturo Rivera, 39, of Passaic, was uninjured. Rivera is accused of driving with a suspended license and reckless driving and will be ticketed, Wilsusen said. The van, owned by Kessica Roofing in Jefferson, was towed from the scene.

The crash forced the northbound lanes to be shut down for a half-hour and created heavy

"People just really need to be patient. They need to know the road they're taking and allow themselves time to get to where they have to go."

— John Claffore,
the president of
Hanover-based
TransOptions, a
Morris County
consulting agency

fitesteem

Fit Esteem helps people get in shape

FIT ESTEEM

TYPE OF BUSINESS: Fitness coaching and consulting

OWNER: Chesna Closs

BOOT CAMP ADDRESS: 4 John St., Morristown

TELEPHONE: 908-883-0670

ON THE WEB: www.FitEsteem.com and www.Flaunt-FitnessBootcamp.com; Follow us on: Twitter.com — fitesteem; Facebook.com — fitesteem; meetup.com — Flaunt-Fitness-Wellness-at-The-Palm

HOURS OF OPERATION: Fitness coaching, corporate wellness and personal training by appointment.

BOOT CAMP HOURS: 9:30 a.m. to 10:15 a.m. and 6 p.m. to 6:45 p.m. Monday, Wednesday, Friday

FOUNDED: 1998 as a part-time sole proprietorship. Established as an LLC in 2004.

Why did you start the business?

Chesna Closs: Getting in shape was a major self-esteem booster for me. I wanted to empower people with the same feelings and experience of being healthy and fit.

If you could do it again, what would you do differently?

Embrace social media as



Chesna Closs, in back, operates a fitness boot camp through her Fit Esteem coaching and consulting business.

a business-building tool much earlier in the game instead of resisting it and develop a sound business plan first.

What's the best business advice you have ever received?

Retaining a client (customer) is a lot easier than getting a new one; and knowing your unique selling proposition.

What personality trait helps you the most?

If I had to choose between my eternal sense of optimism or dogged perseverance, I'd choose the latter.

What's the hardest part of the job?

Work is play for me, so the hardest part is "leaving the job at the job" because I love what I do.

The easiest?

I really do care about people, so building relationships with clients/prospects comes easiest.

What's your least expensive product or service?

"Abs Sexy DVD," \$15, and my free eBook.

The most expensive?

Fit Esteem Coaching & Personal Training Intensive, \$549 per month.

Describe your most un-

usual customer, job or work experience.

My most unusual experience was unrelated to fitness. I volunteered in a convent as a teen. I would go in every day after school and tidy up. I did it because I enjoyed the peace and solitude. My most satisfying work experience pertaining to fitness was helping a mother and daughter who weighed close to and over 300 pounds, respectively, lose 20-30 pounds as part of a private in-home fitness group for women. It was empowering for all of us.

When you leave the business, what will you do?

Become a media personality.

In one sentence, tell us why customers should shop here.

Fitness is not just about wearing a certain size or a number on a scale. It's about the feeling you get from being fit throughout your life.

Do you have a business in Morristown, Morris Plains or Morris Township that you would like us to feature? Tell us about it at contact@morrisbusinessweek.com. Put "my business" in the subject line.