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### **BIOGRAPHY: TOM CAMPANARO**

When a motorcycle accident sidelined efi Sports Medicine President and CEO Tom Campanaro in the summer of 1964, the injured football player was told that he would never have made it without his muscular strength, which ultimately helped him withstand the impact. That precipitated Campanaro's interest in, and switch to bodybuilding, in which he proceeded to compete for the next seven years.

Still compelled by his interest in fitness, Campanaro became a self-taught student of exercise equipment and methods, tinkering in his garage to find or make various objects with which to weight train. Also learning from his trainer, who was influenced by the natural look of classic Roman sculpture, Campanaro began to appreciate quality, not quantity.

By the early 1970s, Campanaro had risen to regional and national competition. However, a steady increase in steroid use among professional bodybuilders disillusioned Campanaro, and he soon bowed out of the sport.

In 1974, Campanaro went to work with DynaGym, an exercise equipment company that produced a low-end version of a gravity training device that used an individual's body weight as resistance. In hopes of improving on the machine, Campanaro founded the Total Gym Company with partners Dale McMurray and Doug Marino in 1974, with Larry Westfall joining the team within the year. They developed Total Gym, a high-quality version of a machine that encouraged the use

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of multiple muscle groups together in each exercise—now referred to as “functional training exercises”.

As Campanaro and his partners tirelessly showcased the benefits of Total Gym far and wide, the company grew. “We were able to demonstrate the product’s benefits,” Campanaro says, “and we stayed in touch with our customers, addressing the concerns of whatever audience we faced. Whether they were dentists, physical therapists, doctors, athletes or college students, we could show them the payoff for using this product.”

1987 brought a shift in Total Gym’s market when the company discovered a significant number of sales were to physical therapists, who had realized the benefits of functional exercise. In order to build the credibility of the company, Campanaro renamed it Engineering Fitness International Corporation, d.b.a. efi Sports Medicine. After years of touting the benefits of functional exercise, the medical community finally caught on—“We’d been there the whole time,” Campanaro says.

Infomercials, the darling of direct response TV, were Campanaro’s next coup. He knew the potential reach of infomercials combined with the medium that could offer comprehensive demonstrations was the right marketing strategy. After being wooed by eight companies, Campanaro signed a licensing agreement with American Telecast, and today, over a billion dollars worth of Total Gyms have been sold through the infomercial and retail stores in over 85 countries.

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Complacency never sets in, Campanaro says. “We’re continuously enhancing the products to ensure we’re bringing value to our customer’s lives.”

The company continues its efforts in the rehabilitation community, while directing new focus to the health club industry and the 50+ population. “These are big challenges, but with proven, quality technologies that are effective, safe and easy to use, we know we can develop the right products to meet industry needs,” says Campanaro.

These days, the 61-year-old Campanaro, who is originally from Philadelphia, continues to work out with Total Gym at his own home and devote time to his family which includes 32-year-old Shanana, 29-year-old Jesse, and their ten-year-old Jack Russell Terriers, Sparky and Dancer—who have become unofficial company mascots. Joy Campanaro, his wife of 33 years, works alongside him in the business overseeing the company’s marketing and design departments.

After more than a quarter century at the forefront of innovation in athletic training, physical therapy and home fitness, efi Sports Medicine, originator of the Total Gym and developer of the GRAVITYSystem®, has become the leading manufacturer of functional rehabilitation and sports conditioning equipment with the integration of bodyweight resistance and the proven benefits of functional training. Today, efi provides a wide array of functional equipment to more than 14,000 clinics, schools, hospitals, athletic training centers, health clubs and more than 4 million home exercisers worldwide. Visit efi on the Web at [www.efisportsmedicine.com](http://www.efisportsmedicine.com) or [www.totalgym.com](http://www.totalgym.com) or call for more information at 800.541.4900.

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