

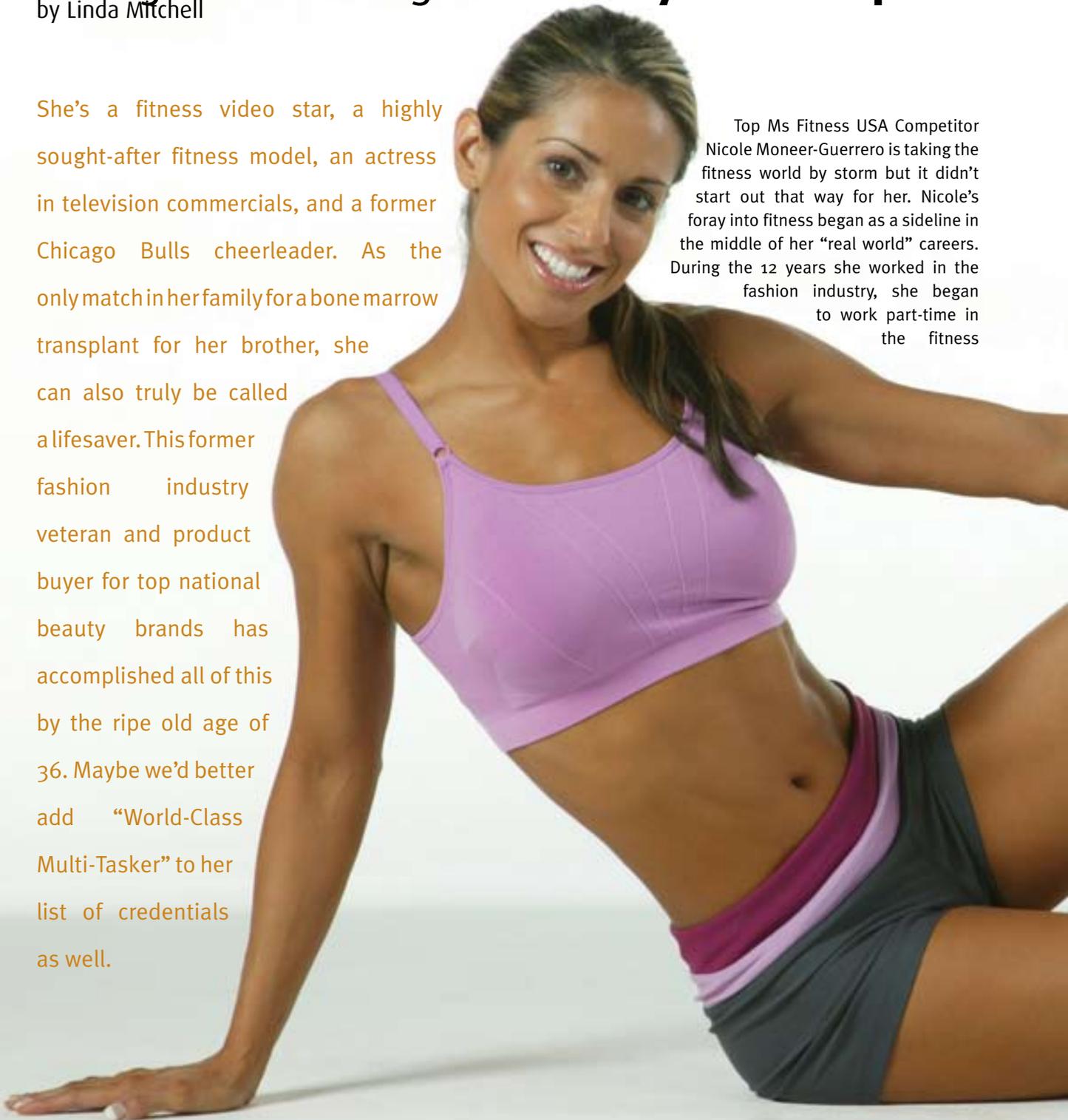
NICOLE MONEER:

Taking Multi-Tasking **All The Way To The Top!**

by Linda Mitchell

She's a fitness video star, a highly sought-after fitness model, an actress in television commercials, and a former Chicago Bulls cheerleader. As the only match in her family for a bone marrow transplant for her brother, she can also truly be called a lifesaver. This former fashion industry veteran and product buyer for top national beauty brands has accomplished all of this by the ripe old age of 36. Maybe we'd better add "World-Class Multi-Tasker" to her list of credentials as well.

Top Ms Fitness USA Competitor Nicole Moneer-Guerrero is taking the fitness world by storm but it didn't start out that way for her. Nicole's foray into fitness began as a sideline in the middle of her "real world" careers. During the 12 years she worked in the fashion industry, she began to work part-time in the fitness



world. Three years ago, when she was laid off due to industry downsizing, Nicole decided to turn lemons into lemonade and dedicate herself solely to the fitness and health industry. She became an NASM personal trainer and AFAA group-exercise instructor. Nicole had found her niche, discovering that working with people and making a difference in their lives was far most satisfying than any corporate job she had formerly held.

We caught up with this whirlwind of energy and talent and tried to capture a glimpse into what makes her tick and what keeps her going!

Ms. FITNESS: You credit a life-altering event that happened when you were just four years old to changing your life and giving you direction. Tell us about that.

NICOLE: I saved my brother's life at the age of 4. Back in 1976, he was diagnosed with Leukemia and at that time only had a 10% chance of living. Ironically, my father was a Hematologist and Oncologist. My family relocated for 4 months to Seattle,



Washington where my brother was treated at The Fred Hutchinson Cancer Research Center. His doctor won The Noble prize for inventing the bone-marrow transplant.

I was the only match in my family for this procedure, which proved to be successful. My brother is alive and well today. He is my inspiration. He has suffered from several complications since and always keeps a positive outlook. I wish I had half of his strength and courage I am thankful for every misfortune that comes my way, including losing my father suddenly 13 years ago. Things like this have made me a stronger, wiser person. When I have a bad day I think my life really is not so bad, it could be a lot worse.

MF: Please tell us what was it like cheering for the Chicago Bulls when the legendary Michael Jordan played?

NICOLE: Chills!!! I will never forget the energy inside the stadium during the starting lineup.

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Jordan, Pippen, BJ and more!

MF: You are a multi-faceted talent. Tell us a little bit about your most recent accomplishments.

NICOLE: Well most recently I became a contributing fitness writer for the Chicago Sauce magazine, I was placed in a Billboard ad that is on a major Chicago expressway, and I shot a low budget film in July. Also, I'm currently being seen nationally in fitness infomercials as well as commercials.

MF: What inspired you to begin competing?

NICOLE: I have been active in dance since the age of 4. I continued with high school and college poms. I later auditioned and was hired for the 1994-1995 World Champion Chicago Bull's cheerleaders...The Luvabull's. I so enjoyed cheering, during the iconic Michael Jordan years. I later worked for my gym's performance team at club grand openings, charity events, TV appearances and more. Some of my team members competed in fitness and this sparked my interest. I started competing because of my passion for fitness and my love of performing. I wasn't ready to give it up. Little did I know that it would later open the door to fitness modeling! I now have experience in film, commercial, print and trade show.

MF: Has competing opened the door to other things?

NICOLE: Modeling for sure. When I started 7 years ago, I just wanted to continue with my love and passion for performing and fitness. I never guessed that I would end up on TV, Billboards and more! Competing has also given me a lot of credibility as a Personal Trainer and Group Exercise Instructor.

MF: People outside of that world rarely understand the realities of the modeling profession. Give us your perspective on that career.

NICOLE: Modeling is not as glamorous as people think. It is also a lot of hard work. Some shoots are 10-15 hours in length and require you to hold funky poses for a long period of time. So at the end of the day I am beat! I still remember my AT&T shoot where I was jumping on a trampoline for 15 minutes straight at a time in cords and a sweater, all while smiling and trying to hit certain poses!!! So much fun, but not an easy job

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to do.

MF: Tell us about your diet.

NICOLE: I started detoxing 2 years ago. I have been chronically sick for the past 20 years with persistent fatigue, allergies, reoccurring infections, digestive disorders and more. I eat whole, natural foods and take supplements daily. I avoid sugar and processed foods, eating them on rare/special occasions. I am no longer on any medication - prescription or over-the-counter. Conventional meds gave me no relief, cleaning up my diet and supplementing has!!! Like fitness, nutrition is a lifestyle change.

MF: When you began competing, was it easy for you, or did you have to work at it?

NICOLE: Heck no, I had to work very hard at it and I still do! It really wasn't until my third year of competing that I placed nationally.

MF: Where did you get the inspiration to keep going until you achieved success?

NICOLE: I guess I have always been inspired my entire life. I love dance, I love performing, and I love fitness. Why not continue with something you love?

MF: To what do you attribute your eventual success?

NICOLE: I began listening to the judges' comments, improving my skill set, tweaking my diet, and training program, and yes, it was work!

MF: What advice would you like to give to new competitors that you wish you would have known when you were first starting out?

NICOLE: First of all, be persistent. Secondly, listen to the advice of your coaches and also seek out the judges' feedback. You think you know what you did on the stage, but do you really know? It's great to have another set of eyes to give you a better perspective on your performance. That is what makes you better. Lastly, go out there and have fun!

MF: How did you feel this year when you placed in the Top 5 at Ms Fitness USA after 7 years of competing?

NICOLE: Fantastic! It brings tears to my eyes when I think about it, to work so hard for something and then finally accomplish

it. My hard work paid off. Some years you walk off feeling blue, because you were totally off or missed a skill. This year I felt good about everything. I had more energy than ever. It has been a great journey getting here and I wouldn't trade anything for the experiences I've had along the way, even the shows where I didn't do so well. I believe you have to take the good with the bad, to be successful.

MF: Do you have a favorite motivational quote?

NICOLE: My Favorite quote is "Tough times don't last, but tough people do."

MF: What are your goals for the future?

NICOLE: I have an open door policy. I am always open to anything; one never knows what might come their way. I hope to compete in 2009 and capture a nationally ranked title as well as remain a top five nationally ranked fitness competitor.

MORE ABOUT NICOLE!

Now, with more than a decade of experience, Nicole Moneer Guerrero is a top five nationally and internationally ranked PRO fitness competitor and fitness/bikini model, as well as a skilled personal trainer and educator. Her disciplined, results-oriented approach has garnered her industry accolades and it has inspired her clients to achieve their own personal fitness goals.

Nicole is an NASM personal trainer and an AFAA group exercise instructor for LifeTime Fitness where she advises private clients and leads large group classes.

Showcasing her competition results and fitness tips, Nicole has been featured in such publications as Oxygen Magazine, Almost Famous Magazine, Ms. Fitness Magazine, Iron Man Magazine and Fitness Experts Magazine, as well as on a variety of local Chicago-area television and radio shows. Nicole holds a Bachelor of Science degree in Fashion Merchandising from Iowa State University. She resides in her native Chicago. For more information about Nicole please visit her online at www.nicolemoneer.com

And check out Nicole's new video at www.deceptivediet.com/inside/workout-expert

