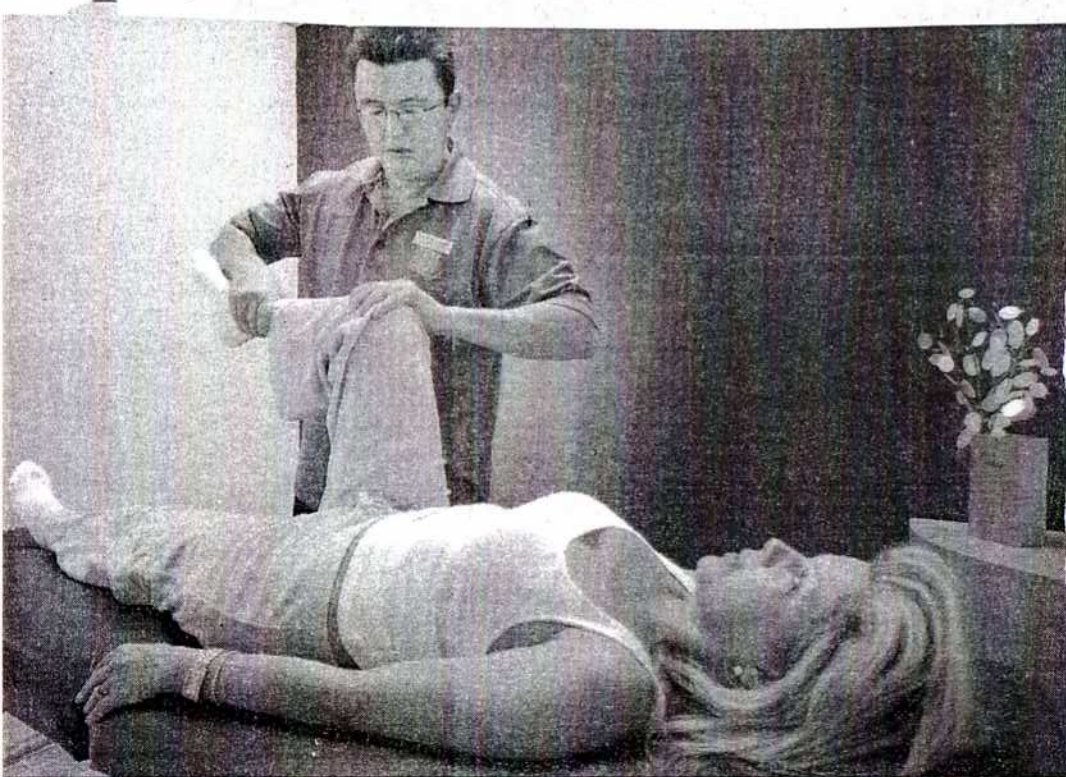


# They switched careers, changed their lives



## ALTERNATIVE TO SURGERY

Thirty-five-year-old James Nicholas Tortoriello was a frustrated personal trainer in New York City for 10 years. His frustration came not only from competing with so many other personal trainers, but the job also had stopped being personally gratifying.

Not sure how or where to refocus his attention, he started taking courses, including one in biomechanics where he learned about Muscle Activation Techniques (MAT). Also known as Corrective Kinexions, it's an approach to treating muscular imbalances that often can require sur-

**"The idea that I could do something that could . . . keep people from needing surgery . . . drew me . . ."**

JAMES TORTORIELLO  
CORRECTIVE KINEXIONS

"The idea that I could do something that could actually keep people from needing surgery was what really drew me to it," Tortoriello says. But he couldn't just walk away from personal training. He couldn't afford to financially. So, he spent every other weekend commuting to Denver for three years until he became certified as a MAT therapist. He moved to Fort Lauderdale in 2003, he says, because there were no other certified or licensed MAT therapists in the state.

He hooked up with Extreme Fitness in Davie, figuring members of the gym might be in need of his services. He offered lectures and seminars and advertised, asking, "Are you suffering from pain?" He also promoted his services by word-of-mouth, networking with doctors, physical therapists and personal trainers. "The idea of no competition makes the job so much more lucrative," he says. "And less

■ EMPLOYMENT CONTINUES ON 4E

gery.