

Press Release SmithBarney Keynote
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The Health Colonel Delivers Keynote at SmithBarney Client Appreciation Event

Lt. Col. Bob Weinstein, aka the Health Colonel, inspired and motivated 180 clients and guests of the Citigroup division, SmithBarney, one of the world's leading financial institutions, at the Client Appreciation Special Event on December 5, 2006, held at the Bonnet House in Fort Lauderdale, Florida on the topic, "Eight Ways to Get and Stay in Shape at Any Age."

Asked about SmithBarney inviting him to share about health and fitness with their clients, Colonel Weinstein replied, "I was very impressed. Inviting me to talk to their clients about improving their health and wellbeing speaks volumes. SmithBarney is not just interested in caring for the financial assets of their clients; the client appreciation event was a clear demonstration of SmithBarney's interest in the overall health and wellbeing of their clients."

"It felt great to inspire and encourage the guests with a recipe to make healthy lifestyle improvements," he continued.

Today, Lt. Col. Weinstein is a speaker, writer and beach boot camp instructor on Fort Lauderdale Beach in Florida and has been featured on the History Channel. His calling is to help Americans lead healthy lives. As he says, "There are enemy soldiers on American soil. The names of these soldiers are Heart Disease, Cancer and Stroke. They are killing over 3,000 Americans a day."

Colonel Weinstein's approach was both fundamental and profound. "Eight Ways to Get and Stay in Shape at Any Age are:

1. Develop a philosophy of movement.
2. Break the back of the status quo.
3. Be your own drill instructor.
4. Be an "Excusinator". Eliminate all excuses.
5. Eat close-to-nature.
6. Go around, through or over all obstacles.
7. If you don't have the desire to do it, pretend and light the fire of desire.
8. Fight victim mentality."

He concluded his keynote with a quote by George Horace Lormier,

"It's good to have money and the things money can buy, but it's good, too, to check up once in a while and make sure that you haven't lost the things money can't buy."

About SmithBarney: www.smithbarney.com

About the Bonnet House: www.bonnethouse.org

About Lt. Col. Bob Weinstein: www.NoMoreCryBabies.com