

## Wichita Chamber Business Accelerator

Episode 73

Renaire Palmer

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Don & Ebony: [00:00:00] Welcome to another exciting edition at the WCBA powered, of course, by Evergy. First, thank you for listening. Don't forget to like us, love us, share us. We truly appreciate you checking us out. Today we are excited to have Fundamental Fitness in the house, E.

I am excited today. We have my good friend, Ranaire Palmer, you know, it, he Don's shaking his head.

He is a good friend.

Renaire Palmer: She is a good friend.

Don & Ebony: No, it's true. I've known him since I was young Ebony, but I'm like 10 years younger than him to let you know that about 10 years younger than him just in case anyone knows his age. So Ranaire tell us who you are and what you do.

Renaire Palmer Fundamental fitness owner and personal trainer, and try to take care of people and make them live, have happier and healthier lives.

Don & Ebony: Happier and healthier lives.

I love that. How long have you been in business?

Renaire Palmer: Business for about 12 years now.

Don & Ebony: Wow, has it been that long? Wow, that's awesome. And. Where did you start? Cause I remember you used to be in the financial services area realm, right? Yeah.

Renaire Palmer: I was at Wells Fargo for a little bit.

Don & Ebony: And then you move it over to fitness, but has fitness always been your passion?



Renaire Palmer: It was. I think when I went to, college, went to high school graduated, went to K state and I was able to help with women's basketball.

So

Don & Ebony: Yes. I mean, that's where the best people from, it's just true.

Renaire Palmer: So I, I kind of dove into doing some helping with women's basketball team there for the four years that I was there working with a strength coach, just kind of on the side learning stuff. And it was kind of just a hobby, I guess, at that time got a job here, but I said you had to have a real job and grow up in and go punch a clock somewhere. So I did that in Dallas for about four years, and came home and around 2009, decided I was in the financial sector at Wells Fargo for about six months and decided this wasn't what I wanted to do anymore. And I wanted to kind of pursue my dream. Full-time with fitness.

Don & Ebony: That is awesome. Well, Yes, but we were in different areas, but yeah. He was in the working area.

But all

Renaire Palmer: right.

Don & Ebony: So you realized your passion when you was at America's university in Kansas State University and, decided, wow, this is what I wanted to do. How did you know that this was something that could. You know, allow you to make money and take care of your family. Like you are willing to take a chance on something that you did as a hobby and make it your full-time gig.

Renaire Palmer: I think because my godsister don't, you know, Camille Collins, we lived together at the time in Dallas. And so every job I had, like, I, they transitioned the company I worked for at the time it was doing software sales. they sold, it. she was like, why don't you go home and train, because I was training in Dallas, part-time for friends.

And she was like, you need just go home and do this full-time. That way, if it doesn't work, no harm, No foul. So she kicked me out pretty much.

And I was like, go home and do it. Go at home to go home. You have a better support system. And you can kind of give it your full effort instead of kind of doing it for fun on the side.

And so that was my push out the door. If you want to take out of the nest and then she's kind of like figured out and You you'll You'll do great. So I'm not worried about you. And that was kind of my push out of yeah.

Don & Ebony: She kicked you out and you came back home, which we love.

Thank you for coming back and doing business here in Wichita. Thank you for Camille for convincing him to do so. and you are making people's lives better. So where did you start your business at?

Renaire Palmer: I started in the basement of an insurance building, so it's, I think it's Wiggins for high agency now. with American Family back then So it was American Family, Gail Page owned the salon next door And it was cold outside and Gail said, I know where you can go.

And I know it's not gonna cost you a lot of money and that's where you gonna go when it gets cold. So walked over to Sasha said, you're going to let him rent your basement. And that's, that's how I got that facility started.

Don & Ebony: That is awesome. So how do you, like, what do you need to start? a fitness center. I mean like a tire and some ropes and a mat.

Renaire Palmer: Yeah. Create creativity mind, and under to kind of understand that the body, I didn't. I think when I started, I [00:05:00] literally had a basement it was a floor. So I bought what I could afford at the time. and I didn't want to go into debt. So I just pieced it along the way. So I got what the bare minimum dumbbells exercise balls A couple of mats slept in there for awhile, acquired some more clientele, and kind of built it from there. I did go back to school. though to get my education. So I got my master's degree. I went back to Wichita State. just so I had the background. Cause I felt like it was important that,

Don & Ebony: Up your game. That was good. Excellent

Renaire Palmer: but yeah. So

Don & Ebony: Wichita State. And you got a master's in what?

Renaire Palmer: Exercise science.

Don & Ebony: Exercise science. Okay, wonderful.

Renaire Palmer: So that was my, that was it. It was started. I felt like the education piece was important If I was going to be taken seriously So I thought my master's degree was important. And other than that, just kept working.

Don & Ebony: I love it. And so you're no longer in the basement,

Renaire Palmer: No one in the basement, got out of the basement probably in December. a friend of mine called me and said, Hey, I know a space. I just came open and check it out. Might

be a good fit for you. And so I thought it was probably time to make a bigger, bigger jump.

I guess and acquire some more space.

Don & Ebony: Yeah. And you have a lot of videos, like you're on social and you have a lot of clients who I've seen you transform, through hard work and diet, right? So it's not just about the hard work at the gym, but. Diet. Can you talk to us a little bit about that?

Renaire Palmer: Sure. I try to take the ease my way into the diet conversation.

Everybody likes to work out that's the

Don & Ebony: well, everyone loves like the

Renaire Palmer: I mean, they don't love everyone. everyone likes to move, or they think it's important. They still want to eat cake though. So It's the small suggestions first. Maybe we cut that back portion that down a little bit, and then from there kind of transitioning them into kind of a mindset change. And so but a majority of that changes. in nutrition. So figuring out what works for them not trying to overwhelm them.

And then kind of making small changes that eventually catch on. And, you know, the aha moments Cause they're like, man, I start to lose weight, I listen to you. Then I think the food is kind of helping me move, lose more The inches are coming off now. So I'm like, yeah, the more. You do that with your exercise the better. So I think as they get into the actual physical realm of it, and they understand that maybe we don't drink at night, maybe we take this off and make small changes in their diet.

They see a bigger change once that transformation change starts.

Don & Ebony: So there's no magic pill.

Renaire Palmer: No magic pills. Not yet. If I can figure that out, trust me, I'll sell it to you and everybody else will all have it.

Don & Ebony: Thank you. Cause you know that, that's the thing that, you know, eating the right types of food, getting your bodies, the nutrition that it needs to and cut out all the extra sugars. There's so much sugar in everything. Like literally everything.

Renaire Palmer: Yeah.

Don & Ebony: It's crazy, but yeah.

Thank you for figuring it out. Now, tell us how do we find you? I know you're on, Instagram, but,

where else are you at?

Renaire Palmer: I'm on Facebook, I'm on Instagram, I'm learning how to use Twitter, but I do use Twitter. a little bit. Yeah.

Don & Ebony: Tick tock.

Renaire Palmer: I do have a Tick tock.

Don & Ebony: Yay.

Renaire Palmer: The younger generation helping with that. Cause I really didn't I realized how old I am as, we keep jumping platforms. So I'm learning about Tik TOK and I've got my. my cousin helping me out with learning how to do that.

Don & Ebony: Okay, good, good.

That's awesome. And, so on those platforms, do you give tips or is it just, where do we see

Renaire Palmer: A lot of videos. I do do some nutritional conversation and tips. We also try to do kind of flashy things, giveaways or 50% off one day.

Just kind of get people excited. we do some meal prep stuff now. So we talk about meal prep and trying to get people to come in and grab something for lunch instead of going to McDonald's come grab a salad for roughly the same price. You're looking at something a little healthier. I have somebody that also does the meal prep as well.

Don & Ebony: Wow. At your site.

Renaire Palmer: At my site.

Don & Ebony: Huh? was something I did not know.

Renaire Palmer: There's some pre-made salads and pre-made small packaged lunches and meals that we have available

Don & Ebony: So it's the key. You can eat as many vegetables as you want. And, so, but limit, you know, the steak.

What's the key

Renaire Palmer: The key is you can eat all the vegetables you want if they're green, there's not because it's the caloric calories are so low that you can have as much as you want with that.

Don & Ebony: Things like carrots cause

Renaire Palmer: Within reason, so carrots are usually higher in sugar, but I don't say they're wrong. I think we all should have them usually in their raw form. They're okay. Some people warm them up to get more of the nutrients release, there's nothing wrong with them.

It's just about quantity. all that is usually about portion control and the amount, If you know, that it has a little bit of a sugar content we minimize that as much as we can, or our portion is the palm of our hand.

So once you figure that out. That's the hard part. at the palm of your hand is a is a big tool for you. Once you get that down and see well.

Don & Ebony: And there in lies the problem. And how many days a week should we actually be active and working out? What's the key here? Three times.

Renaire Palmer: It depends on what you're doing. We should be active every day, ideally. Right. Now nobody has time to go to the gym every day, but walking the dog, getting outside if it's nice, hanging out, with the kids, playing in the playground, things like that should be done every day.

I think strength training, we should be doing [00:10:00] two to three days a week, depending upon your schedule.

I'm kind of extreme. So I might go five. But, it's a little different.

Don & Ebony: But

Renaire Palmer: but

I think it's finding out what works fit your lifestyle. So I know people that I see twice a week and do great. outside of that, they're doing jump rope. They're outside, walking the dog and playing with their kids. I know people that come and see me three three to four days a week and on top of that, they may on the weekends.

Ride a bike or do something fun. I think we're physical everyday. It's important because you have to do something. Even if it's stretching, it does that day. If You get on the floor and stretch, loosens the muscles up.

Don & Ebony: Is that really important?

Renaire Palmer: Absolutely. Oh yeah. You think about it and for most and in China, right? At seven years old, they're usually able to sit down and squat and do a lot of things we can't. We don't get lower than a bed. So depending on how high your bed is, you usually don't get on the

ground for anything, unless you have to, right. We put everything at heights level. So we don't set it down. We don't set it on the floor, we put it on a table, but we don't actually get on the floor. So the more often you get all the way down, the better flexibility, fascia, all this stuff in your body that you can help loosen up, The more limber and more flexible you are implantable, the longevity increases. So yeah,

Don & Ebony: the more limber you are, the longer lifespan.

Renaire Palmer: I believe that

Don & Ebony: Wow. We better, before you leave here, you better get us all in

Renaire Palmer: Wow.

Don & Ebony: Keto. Fact or fiction.

Renaire Palmer: It works a hundred percent. Believe it works. The hard part with keto is that usually when you just, you get off of it and not everybody, but a lot of people, when they go back to what they were doing before they gained weight back and sometimes more right. taking all the carbs out of your diet. You, you know, you put yourself in this state where there are no carbs, then your body starts to eat the healthy fat and the fact that you have in your body.

And so that's where the weight comes off. When you add them back, you buy like, oh, well, she's going to feed me carbs again here. She's going to give me carbs again. I'm going to store them. And it was store extra cause I had them in so long. So I think it's more of a, a carbohydrate control or a timing approach if you will, so that you don't deprive yourself with them.

So that once you put them back in or if you increase them, indicates. your body, doesn't decide that, oh, thank you for that. I'm going to Hold onto these knocks and you may not give them to me again.

Don & Ebony: I would concur with that cause I did Keto and I lost quite a bit. And then I don't know what happened.

Renaire Palmer: Came back. I tell,

Don & Ebony: let me try and do keto again. And I, I, it's not working

Renaire Palmer: I can did the first

Don & Ebony: And that's okay. What? Well, I can't say what that's

Renaire Palmer: but, yeah,

Don & Ebony: so I was just one. So you're saying. If you did it the first time, the body knows you're trying to do it again. That's you got me. You gonna get again. I'm kind of

Renaire Palmer: but it's pretty efficient, right. Once you figure out, once it figures out your habit then it adjusted that, like if you only walk a mile, your body's going to give you just enough energy to walk that mile, because it knows that you're done at that point.

So and that's, that's what it's about. So, okay. You pushed up a little bit further. Hey, I might drop my carbs down a little bit. I don't take them out cause I, need them for energy, the days that I'm more active, I might have a few more carbs. The days that I'm not active. I don't eat as many carbs. And if you, So that way your body knows like, Hey, I have them when I need them I'm not going to deprive myself, a hundred percent of the time.

And it's just like anything Never take anything out of your diet, because if you do, you're going to crave it. And Then you're going to have that breaking point and then be like, forget it. I'm gonna go back to eating chocolate or whatever your, your, your advices. I think it's more about modern. and just cutting back the things that we may love, but can't have all the time.

If we know better.

Don & Ebony: Don, you're taking a lot of notes and I think that Renaire is saying, we can set an appointment with,

I his early I I came by your place down in the basement when you first was getting ready to open or whatever. So it's, it's been a minute. He's, he's connected to good people as well. He's family.

We'll get folks.

Let's talk about this entrepreneur's story. Cause Ave asked all the questions she needed to ask self-serving,

But that's okay. What, I know you were kicked out of the house down in Texas, I think, or whatever, but you came back to Wichita, you've thought about doing it, but what was aha moments that, you know.

I can really do this, what I'm setting out to do

did it,

did you believe it at first?



Or

did you not believe it at first, but just trying to give it a try and then you, once you started trying it, you say, oh, I really can do that. Is there an aha moment or more than one up in there?

Renaire Palmer: There are a few, I want to be able to be, self-sufficient take care of myself, I moved back home, my mom and dad, but I didn't want to stay there. So I needed a full-time job that had enough money to support myself.

So once I joined Wells Fargo, I had a boss that was probably 10 years younger. And so I would get up in the morning and train, go to Wells Fargo all day and then go back to the gym at night. And so after a while he was like, man, I mean, I know you like training, but you have to make a choice. Like you're tired. You know, you're, you're, you're, you're [00:15:00] working, you see me you're tired You're going to the gym, early. You're going to the gym late. He's like, you know, I can't.

Renaire Palmer: I need somebody that that's more a hundred percent. I need a hundred percent of you. He was like, so you're gonna have to choose either, choose me or choose your gym. That's an easy choice. It's a really easy choice. I'm gonna choose myself. So that probably was my second aha. And thank you. I probably owe him quite a bit because at that point I was like, okay, well you're right. if I can expand my time instead of trying to crunch all that into a 24 hour period it'll come out better.

So leap of faith, that second nudge was, are you worth it? And I felt like that's what he was asking me. is already, You know, are you capable of of doing it?

And I was like, what I think I am. So I believe that I can do it. What's the worst thing that happened that could happen. If It doesn't grow sufficiently, then I can always find something else to do.

Don & Ebony: Wow. Wow. So I'm not saying the company didn't like work-life balance, but he, he couldn't figure it out. That work-life balance, right. He, you went to the basement and you've been there ever since. Oh

Renaire Palmer: Ever since.

Don & Ebony: It's been 12 years. Oh my God. So, how did grow your business?

I mean, just word of mouth? Yeah.

Renaire Palmer: 98% word of mouth.

cause back then, I don't think we had, I don't know if we were doing Instagram, back then. We

might've had Facebook, and I was slow to that. Cause I was already out of college when it started, so we didn't have Facebook. So a lot of it was word of mouth.

I started with athletes because when I came home, we had a lot of kids that were broken, 4 L 5 vertebrae were messed up. Technique was bad.

Don & Ebony: I don't know what that was, but that sounds painful.

Renaire Palmer: Sorry. problems, bad backs, bad back for a high school kid is probably not a good idea.

Don & Ebony: Not good.

Renaire Palmer: And some of my first kids were kids that had a knee surgery or bad injury or bad back bad got hurt squatting in high school. And I was like, well, why are you getting hurt at school? And usually it was, the kids were trying to lift a bunch of weight to make a board or recog, get some recognition. And I was like, well, how about you learn how to do it right first?

And then add the weight. And I don't think that there's so many kids in a room, Not enough eyes, we're trying to impress each other. It's a macho thing. So they're trying to squat with their buddies. Squat and wind up hurting themselves. more often than not. Wow. And so I thought mechanics was kind of important to start them in. So initially when I started, it was primarily, adults women that would want to lose weight in the morning and I had, some, some afternoon.

Don & Ebony: Wow. That's cool. Now, when it, when it comes to it, you should have a good mix of diet. And working out. Is that what I'm getting? Yeah, I mean, cause like I said, when, when I did the keto thing and I actually, I would, I didn't know it was called keto, but I, but I actually lost 40 pounds, but I gained 20 back. But it was crazy because when I lost the 40 pounds people, some, most people were saying, well, no, some people were saying, wow, you lost weight. You look good. But most people are saying,

Are you okay? Are you sick?

sick or whatever. So how, if, if you do dieting in fitness, is that a better mix to make you look like you're sick?

Or I got more of that and it really bothered me cause it's like, oh my God, you know what I mean? Cause it's just people thought you were sick and you know, and I hadn't a lot of folks that were sick, but. It was just weird that if people thought that if you lost weight, you're sick.

Renaire Palmer: drunk.

Right?

Don & Ebony: Yeah. So how does X

and exercise and stuff, but, so how do you defend that? If he can or just say, no, I'm not saying.

Renaire Palmer: Right. It's, you know, Hey, I'm, I'm in a weight loss treatment and your body is hard. You always want to make sure that you have strength, right? Because as we get older, we want to, we want the muscle, the muscle mass that we have. We want, it. we want to maintain it after 30, we go backwards. So you want to maintain the infrastructure, the muscle mass that you have. So you want to lift weights to be able to have that cause arthritis sets in, we lose muscle mass every year, at five to 10%.

So you want to maintain it by lifting, and pushing something a little bit heavy in yourself.

Bone density is important. Muscle mass is important. So you want those things on top of, of your adaptation to nutrition and eating, Because if you don't have that, then you're right. People say you're skinny, fat. I've heard that a lot. Right. Or people, people are, You lose a lot of weight and if they don't have any muscle mass underneath it, then they just feel like they're skinny but they're soft.

And so You want to make sure that you have some type of you've got the muscle underneath the skin. so when you do lose the fat, you don't look that way.

Don & Ebony: Wow.

Tricks of the trade folks, but any more, you're going to have to pay him for that. So, but, no. So when folks come to you. you've mentioned you had to deal with athletes or you did deal with athletes a lot when they come to you, what is, what are you trying to solve for them?

Are they trying to lose weight or are they just trying to be healthier or do they share what they.

Renaire Palmer: I usually ask because I usually want to know what their goal, what their goals are.

Don & Ebony: Makes sense.

Renaire Palmer: Everybody has a reason for working out. And so the first question is, you know, it, [00:20:00] you know, what are you, what are you trying to accomplish?

Or what are your goals? And then once you figure that out, kind of meet them where they're at. So I want to look better in my clothes. that's fine. Okay. We'll, We'll design something that helps you feel that way.

Or I need help with my eating habits. and I need to move I have a right currently in my gym.

There's a 76 year old woman that's been working out for 12 years. since. And she is there two or three times a week consistently. and for her, it was, I just want to feel good. I had a trainer, it didn't work out. I need somebody to kind of push me a little bit. Is hard to do at home, but I just wanna feel good. I wanna be able to go up and down.

I don't want to get old and start falling.

Don & Ebony: So you've you have customers whether retention of 12 years that you, well, you just said, you know, I want someone to push me, but I hear you push push. It's not just a little bit of a push. So

So let's talk about that because, I have people who I'd be like, Hey, let's meet me for happy hour and they play. I can't have that. I mean, I can show up.

So is that true? I just want to know.

Renaire Palmer: To a degree. Yeah. Depending on person. Yeah. I think I push push. I think it's more about having that, even with the whole, what would Jesus do deal that? they had for awhile? Like if you have to come back to the next day and tell me, well, I went to happy hour, and I had three cocktails, two glasses of wine, like, all right, well, let's cut that in half.

Can we have one glass of wine. Can we have a vodka water? Can we do something different? Cause I don't mind them drinking. It's just an excess, right? It's an excess cause we are one turns

Don & Ebony: into four,

Renaire Palmer: Yeah, lack of water slows it down a little bit. So it's just kind of figuring out. you know, Or hanging. I got to tell him, what I ate.

So I may not want to do that today. Or I got to take a picture. I had to take a picture and send it to him. I may have to change up my pallet today. So some of it's just a mental thing just to help them remember that, Hey, I got to see you in the morning or we got to talk about it later. So just be mindful of what you do because a lot of it is just being mindful.

Don & Ebony: Yeah, I love that. I thought liquor had no calories.

Renaire Palmer: Oh, it does. Unfortunately it does.

Don & Ebony: Well,

it is, the problem is a lot of it is the mixing, right? This is

Renaire Palmer: the sugar. you

Don & Ebony: it with

the sugar. Yeah. I figured that

Renaire Palmer: watered down, watered down

Don & Ebony: Well friends. We are at that time where we need to hear a word from our sponsors, but we will be back with Renaire and Fundamental Fitness.

Welcome back friends. We are here with Fundamental Fitness. We have our friend Renaire Palmer, and he's given us all the tips that we need to live a healthy life.

So. You know, we've been in this moment of COVID, but we're moving back into an hybrid things at the office, you know, during COVID people were going outside, walking I'm running because we had nowhere to go.

We, you know, we had opportunities to engage with the outdoors, right. But now we're back in the office. Can you give us some small tips as to how do we keep that momentum up? Are there things that we can do at our desk? Should we be walking during our breaks? Like give us some tips.

Renaire Palmer: Yes. Tons of things you can do. The standing desks are a big thing.

Now making sure that you get the desks that elevate, so you don't have to sit in the chair all day.

Don & Ebony: What if you can't get a standing desk?

Renaire Palmer: Okay. I would say takes, take a walk break or a smoke break. Right? Everybody usually takes a smoke break every 15 minutes,

Don & Ebony: Every 15 minutes?

Renaire Palmer: I see a lot of people. I see.

I see a lot of people can move it around and they go outside for that smoke. I want you to go outside and take a walk, But no, I think, I think it's important to get up and away from your desk every so often. So, you know, if you get, if you can take five, to 10 minutes. I have an hour or a few, Right after a big, meeting, it takes some time to walk around, walk around the office. go to the water cooler coworker's door and say, Hey for a second. But the more you can get up and down, the better gives your mind a break.

You're not sitting in that same position and worried about work all day. And it gets your body moving around. so if you don't have a standing desk. We can get you a \$25 exercise ball, If you sit on that. it makes you work your core. So instead of the comfortable chair, it's hard to sit on a ball for a period of time. and you'll want to get up after a while. [00:25:00] So that's another way to give yourself breaks. It's just to put it in the corner and pull it out for 15, 20 minutes at a time, sit on it and go back to a regular chair. as needed, because That actually does give you a little bit of an exercise or workout in that. period.

Don & Ebony: Yeah. A lot of people have, you know, lower back issues from sitting down so much. So should they, when they're going for they walk, are there a couple quick stretches that they could do or employ?

Renaire Palmer: Absolutely.

Especially if there's because you're hunched over all day, a lot of it is just sitting up straight. So when you walk squeezing your glutes, lack of a better word, but, but together standing up straight and kind of looking up, why we spend so much time looking down whether it'd be a phone that's where that humped back. And

I think as we get older, we're going to have a lot of people because they're always, their heads are always down, looking up looking at the sky, looking at the clouds, turning your head side to side. you'd be amazed, at how many people don't don't look up throughout the day and they get to a position with their heads constantly Usually now, all the time.

So just kind of taking in your surroundings. is a big part of it.

Don & Ebony: Yeah. Well, I appreciate that. You know, we've had a number of guests and conversations and we've been talking about mental health.

can you tie in physical health and, mental health and the overall wellbeing for people? How do those two tie in

Renaire Palmer: Endorphins are important no matter where you are after COVID? I think a lot of people being at home and having being isolated, it did a number on it, quite a few people at all ages and all age ranges.

so I think that being obviously interacting with other people. right? Not only coming to see me, but you kind of create a gym family. So you get used to seeing the same people at the same time. Right? So you catch up you get to know somebody else's life and they share a lot of interactions. And So you look forward to that other person, right?

Renaire Palmer: It's not necessarily a therapist, but someone you can talk to for whatever the case may be. And I've learned that a lot of relationships in the gym turn into friendships. So

you're on the other end of the room, But if I see you everyday, I'm more apt to, to get to know you to engage with you and to learn about for who you are, And I think a lot of that helps because.

After being at home and being away, it gives you somebody else that you can see and feel and interact with in person. So a lot of it for us it's, it's like a big gym family cause we all know each other over time. Ms. Barbara knows every time that someone new has come and gone. who's had babies throughout the years of us being open, asking to see pictures. of the kids. You know, those kinds of things are important, especially with, her kids are older, or grandkids are now gone. So to be able to still have that interaction to see those things through somebody else's important for her. So I think a lot of. just the engagement is important.

Don & Ebony: Well, speaking of networking, you're a member of the chamber. And so can you talk to us a little bit about, the benefits of being a member of the chamber?

Renaire Palmer: They have a ton about a ton of events. I get to meet a lot of awesome people like yourselves, as well as just learning different things about the city. things that I didn't know, people that I didn't, haven't gotten a chance to interact with. so I've, I've gotten to learn a lot of cool people, a lot of different businesses that I otherwise wouldn't have known about. And so it gives me an, an broader audience to speak to on health and nutrition. a good friend of mine also owns a gym He's been a very big part of the chamber, as well. So we can kind of collaborate and tie in meeting of the minds, if you will just because he's a little bit more corporate than I am.

So I get to learn things about the corporate side of things that I don't have. And so it's kind of cool to be able to mix and match those things with different people that aren't they're competitors, but they're not they're still still friends at the end of the day. And that's helpful. It's helpful to be able to reach out to somebody else that's like-minded that has the same drive as. you do, and still learn from them.

Don & Ebony: And Don, you could probably attest to this. There's been a lot of people who say, you know, when they come on the show that it's not necessarily a competitor, the people who are in business, unlike business, they're not my competitor.

We've created a bond and we bounce ideas off of each other and we help each other grow. Do you find that often within your community?

Renaire Palmer: Absolutely. I think we do. I think we're all friends in that end of the day. There's only, you know, there's, there's what, almost half a million people in Wichita. I can't train them all. If all of us had our full That'd be amazing.

And so helping each other out is the best thing to do.

Don & Ebony: That's awesome.

I would agree with that because I could see us getting better because back in my day, well, I'm still here, but back in the day, when I being an entrepreneur, everybody was like, territorial, mine, mine, mine, mine. Now I'm not telling you Jack because you know, but, we've heard that from the,

Thank you. We have the brewing industry. We've heard that from you guys saying that you guys are kind of more cohesive than, versus being disjointed. So that's pretty cool. you mentioned a word that I haven't heard in decades. Endorphins. Can share is what that does?

Renaire Palmer: Endorphins are within the body.

It's almost like a chemical that allows you It's a relaxation a happiness. It's a, it's a feeling that you get from. now. It may not always be pleasant per se, but it's a helpful thing. So your body goes through these changes and releases the indoors. Help with ultimately feel better So I push most right when I eat chocolate. I recent endorphin. when I work out it releases endorphin. now, initially it may not feel the best, but in the long-term.

It does. It gives you a push It gives you drive it. and it turns into something look forward to, I look forward to a piece of chocolate, right after time, you, your body knows it looks forward to being able to move around and exercise and release some of that stress intention. that we all [00:30:00] have that right. We've got Work and we've got family, and we've got a lot of stress on us.

So being able to find a way to release that as a big And so those endorphins are ways to kind of get that and release, that And you find that in all types of things So if you find that the good ways to release those endorphins, the better for your body,

Don & Ebony: When do you find it at jam? Cause you said it takes some times and sometimes it doesn't feel good initially.

Like, I mean six months, when, when does it start to feel?

Renaire Palmer: I think when you start noticing changes, and nobody ever notices their own changes before somebody else does. Right. So if I look at myself in the mirror everyday, I don't see the changes, but when your husband says. Honey, you look good, You lost it. I can tell it to you.

Your clothes are fitting different, look a little better. And that starts to make you feel good, right? So it may be a couple months. And once you start to see it, and once you're like, Hey, I go buy a new pair of pants, or hey, that blouse a little bit, now it looks a little too big on me.

It kind of drapes over me.



So now I'm going to go. I can increase my wardrobe and find some things that feel better. That's right. I get to go shopping. I get to find some things that I enjoy to do.

Don & Ebony: This comes around. Oh man.

Oh, I'm

just, I'm sorry, go ahead. No, I'll just going to ask, how about do, should you weigh yourself.

Renaire Palmer: You want my honest opinion? Yes. Never. Like I feel like it's hard for you to get so wrapped up in a number. And so the day that it doesn't go down, you're upset.

If it goes up, you know, if it goes down. and then it comes back up a couple of pounds, you upset our bodies, our bodies hold water and release water every day.

Right? So three to five pounds. You fluctuate, regardless. Doesn't matter, women are worse because there's a lot of other hormones, hormonal things that they deal with.

So that's a, that's a bad thing to look at. I prefer to measure. And not to prefer to measure someone once a month let's measure you let's do the work and let's see next month, what it looks like. because that way Now I've got a measurement, but I don't have to look at it every day.

It doesn't, It doesn't drive me every day. Now, end of the month, you know, you've been slacking off. You're like, okay. now I got it because I have friends that are like, okay, I gotta get serious this last week. I know we've got to measure in a couple of weeks. I'm like we do. So now you got to worry about, but otherwise that number every day, of getting on the scale. First thing in the morning, like, ah, I'm up two pounds. Oh, I'm down two pounds. That's Probably the worst thing that we created and in the fitness industry, because people worry about it. nonstop and every day they're checking.

Don & Ebony: I need to quit. Yeah. Maybe that's maybe that's some attitudes

well, I I know our time is wrapping up, but I really want to talk about some exciting news that just happened. You know, we were talking about the chamber and connections and all of these things, but you just had a ribbon cutting.

Renaire Palmer: I did.

Don & Ebony: Yeah. So let's talk about that. Let's talk about that. Good news.

Renaire Palmer: I opened up a new facility. Up the street actually on Douglas on May 5th, was the address. 1520 East Douglas suite one 20. So next to the old big dog building, for lack of a

better word. Yep. So there'll be dog, dog.

Don & Ebony: So I take it to you to make it to the ribbon cutting economic development.

No, that is awesome. That is a big deal, you know? so congratulations on that. I love to see new, opportunities and people making progress. So everyone in Wichita can come sign up. Can they sign up with you, to get like a what's the process to become a member?

Renaire Palmer: You know what I'm, I'm, I'm different. I don't memberships or come, come see me for whatever it is you need. So we do consult consultations. Some people just do online training with me. Some people come and do in-person training. We do some online stuff as well. Design the workout walk you through it, have videos for you. If you can't make it. some people do it that way, or they see me once a month and they, they follow guidelines online as they do it.

And then I see some people every day.

So the website. funfitwichita.com has all of that. So if they sign on, it it says, contact us. They can get all that.

Don & Ebony: All right. So that's how we get ahold of you. Excellent. You got shout out your family. Tell people who you are All right.

Carla Eccles, my wonderful aunt Carol Cole is my mother Gregory Cole The cookie man, if you will is much is my father.

Renaire Palmer: So, and Karen Casey, who you probably see around town doing a lot of things is my grandmother, so

Don & Ebony: Excellent family, excellent family. And I love Carla Eccles. She's just the bomb.com. I know that she is a trailblazer. She is an excellent,

Renaire Palmer: And last but not least, my aunt Karen Carter, one of my biggest supporters as well.

Don & Ebony: She's so awesome. Now her social media is popping. So hopefully you can, some moms, some notes on her Twitter, just for you. Yeah.

I will have to ask all about

Okay. All right. Excellent. Excellent.

Okay. I know you've dealt with ebony long enough. Now it's time to have some fun. Word association. I'll give you one word.

Give me one word back. It's not wrong because it's your word. Are you ready?

Renaire Palmer: Yes,

Don & Ebony: Excellent. Leader.

Renaire Palmer: Malcolm X .

Don & Ebony: Success.

Renaire Palmer: [00:35:00] Life-changing

Don & Ebony: We'll go with this, college.

Renaire Palmer: Kansas State.

Don & Ebony: Entrepreneur.

Renaire Palmer: Myself

Don & Ebony: Hero

Renaire Palmer: My father.

Don & Ebony: Fun.

Renaire Palmer: Working out.

Don & Ebony: Family.

Renaire Palmer: Love.

Don & Ebony: I hear you. Vacation.

Renaire Palmer: Beach.

Don & Ebony: Chamber

Renaire Palmer: Wichita.

Don & Ebony: Wichita, don't say Chamber.

Renaire Palmer: Home.

Don & Ebony: Excellent. Failure.

Renaire Palmer: Never.

Don & Ebony: And the last one, and you truth and I want to  
be interested what this answer is.

Beverage. Gotta truth.

A world with no water either.

I'm sorry.

He has an 86 cold press right now.

Renaire Palmer: yeah. So I do love them too. Beverage. Unsweet tea.

Don & Ebony: Okay, we'll go with that. Sweet, sweet. was wondering what as fitness guru, what  
you would say, and you back with unsweet tea. Okay. Well, yeah, I looking for that. Not at a  
non-calorie vodka or something.

So thank you, my man for showing up Thank you. Appreciate you hanging out with us and  
dealing with Ebony all this time.

Renaire Palmer: I appreciate It.

Don & Ebony: Thank you for being here.

Renaire Palmer: Anytime.

Don & Ebony: Well friends we've come to the end of our segment. If you would, please make  
certain that you share this episode with someone who you think will find value mixer, and that  
you leave us a note. Let us know who you want to hear from next till next time. Peace.