

MEC-CBP Client AIM Human Performance Celebrates a Successful Year in Business



The clients we serve at CBP are diverse, unique, and oftentimes, exceptional. When Christopher and Michelle Viggiano showed up for our NxLevel Business Planning series in 2016, they were engaging, fun to work with, and best of all, willing to listen. The Viggianos shared their dream of owning their own fitness business. They showed determination and true grit to make this dream a reality! To say they've succeeded is an understatement. Karlene Sinclair-Robinson, Business Financial Advisor at CBP, had the honor of celebrating their 1st anniversary in business with them and other well-wishers on August 4th. Best of all, they have no business debt!

In their own words:

In the spring of 2016, Chris and Michelle Viggiano enrolled in a 10- week course at the Community Business Partnership to write their business plan. They attended the course with an idea, hoping that by putting it formally on paper they would know if the dream was feasible. Under the guidance and support of instructor Karlene Sinclair-Robinson, Michelle and Chris completed their business plan and moved ahead with starting their business. Fifteen months later, the doors of AIM Human Performance opened, but not without hurdles.

As a personal training facility, the “tools” needed to do the job consist of large, very heavy, expensive exercise equipment. For years, Michelle and Chris put aside money saving for these purchases, even using a sizable amount of an inheritance. They were able to purchase the key pieces of equipment and a delivery date was set for March of 2017. The delivery date came and passed with no equipment. It turned out that the equipment delivery man had run off with all of their money and their equipment.

The facility was to open in a few months and there were no tools to do the job and no money left to purchase replacements. To make matters worse, the loan they had applied for fell through. Feeling like their business had failed before it began, Michelle and Chris connected with a detective from the police department. Weeks passed, the business opened completely empty when a call came from the detective. The man was found and the money, every penny, would be returned.

AIM Human Performance has just celebrated its one year anniversary and is proud to say their facility now holds the best exercise tools in the industry. Michelle and Chris are also proud to report that the majority of goals they set for their 5 year plan were achieved by the end of year one. It looks like they will need to rewrite that business plan and reach higher! A big thank you to the staff at the Community Business Partnership for supporting the dream and helping a local business get off the ground.