

It's been 30 amazing years since we first opened the doors of the Pilates Center of Austin.

And, we're honored to now pass the baton!

We can think of no one more fitting or deserving to forward the PCA's vision, than our Senior Teacher and Co-Director, Marcos Apodaca, whose tireless dedication, stellar leadership and heartfelt service have nurtured and inspired clients, students and staff over his 17 years with the PCA.

We are thrilled to be able to hand over the keys to his capable and steadfast stewardship.

Wendy looks forward to many more years of mentoring Teachers and providing continuing education through the Center. And, of course, we both will continue to support Marcos and the PCA staff, in any way we can, as they carry our collective vision into the decades to come.

We have created a "travelogue" charting the highpoints in these first 30 years of the PCA's journey. Come join us as we retrace our course, from our humble beginnings on Zennia Street, as Austin's 1st Pilates Studio, to our recognition today as a resonant voice for the brilliance of embodied movement...

the pilates center ^{of} Austin

A Travelogue

The Early Years 1990-2000

- 1991 Wendy and Michael relocate from Estes Park, Colorado to Austin, sight unseen (but with abundant encouragement that this wasn't just Texas – this was *Austin!*)
- 1993 Wendy's Certification with Romana Kryzanowska at The Pilates Center of Boulder
- 1993 The Pilates Center of Austin is born in the family room at Michael & Wendy's home on Zennia Street in North Central Austin
- 1994 Michael promises to build Wendy the Pilates equipment she needs...He is welcomed by Wendy's Mentor, Romana Kryzanowska, (one of Joe Pilates' principal protégés), and gets the low down and specs on Joe's original apparatus.
- 1994 Wendy and Michael join, along with a 100 other Pilates Teachers, a Class Action Suit disputing Pilates as a trademarked method.
- 1995 The building of Wendy's studio equipment brings unbidden inquiries...Michael reluctantly agrees to make equipment for a few of Wendy's colleagues...the inquiries keep coming...OK, he'll build a few more...then more...& more. It rains sawdust on the front porch...and all through the house...until...it's TIME to move!!
- 1995 Dynamic Fitness Systems new manufacturing facility opens in East Austin
- 1996 Michael designs a full complement of "convertible" Pilates Equipment: the "Total Workout System", "Cadillac Convertible", "Wunda/HighChair" and the "InStep Barrel System". The combination Reformer & Half-Cadillac concept (Total Workout System) was never patented, and this ingenious design concept is now

manufactured by all Pilates equipment companies, and has become the standard in studios over the world.

1996 Wendy takes on her 1st Apprentice in training.

1997 Launch of CoreConnections®Pilates Teacher Training Program

1998 Dynamic Fitness systems facility suffers a fire, and burns to the ground

1999 Within a month, what's left of DFS (basically, Michael) merges with Progressive Body Systems in Boulder, and Peak Pilates is born.

2000 We win Pilates Class Action Suit & Pilates name is set free!

2000 Wendy is asked to be on the original Role Delineation Committee to work with Castle Worldwide to develop the PMA Exam for Teacher Certification.

2000 Meanwhile, the PCA home studio overflows into the kitchen...and...

- Then teaching & equipment expand to the Living Room
 - Shortly afterwards... to the Dining Room
 - Then...to the Guest Room
 - And finally...to the Front Porch
 - *We love our home studio, but...*

it's TIME to MOVE!!!

Gaining, Breaking & ReGaining Stride 2000-2010

2000 Yea!!!...We make the move, having spent the past 6 months building a state-of-the-art, drop-dead-gorgeous studio on Guadalupe. And then... in the middle of our month-long Grand Opening...

- a car crashes through the studio office – it looks like a war zone
- Shortly thereafter, the 1st of 2 floods submerge our entire studio
 - And then...a Locust swarm in the grand room...yes, really!
 - Oh, yeah...then came the following year...flood # 2

- 2001 Michael designs initial iteration of Peak Pilates System (modeled after his Total Workout System), and travels, with Wendy and design team, to China to oversee the building of a prototype.
- 2002 It is discovered that the flooding in our brand new studio is the result of a decrepit and defective sewerage system in the building, that was undisclosed by our Landlords. We sue, and win a decision in mediation.
- 2002 We finally get it...drop-dead gorgeous studio, feng shui hell!
Its really TIME to move - again!!!
- 2002 We search for, find and relocate to our new Home...Sweet Home, in an adjacent north central Austin neighborhood. It's not our former half-million dollar facility, but it has a million dollar heart! (...and no car crashes, floods, or locusts!)
- 2003 Wendy is one of the first workshop presenters at PMA National Conference
"Mapping the Body...A Journey to the Core of Pilates"
- 2003 We're bursting at the seams, with 3 Certification classes running at any one time)...now, *it's time to EXPAND!!* We renovate the adjacent suite.
- 2006 A Milestone: The 10th anniversary of the PCA's CoreConnection's™ Teacher Training Program. In view of the increasing, and unfortunate trend toward much quicker Certification, along with our desire to travel and do more Continuing Education, we decide, with a bittersweet sadness, after certifying close to 100 Graduates, in one of the most comprehensive training programs in the country, to retire the Program.
- 2007 Wendy completes her Structural Integration certification – time to add on a practitioner's room).
- 2008 Wendy and Michael accompany track and field PCA client, Sanya Richards to Beijing for the Summer Olympics; Sanya wins a Gold and a Bronze!

2009 The PCA turns *"Sweet 16"*! We have a blow-out Party at the iconic Zilker Clubhouse...March decides to come in like a lion the evening of our party...but the cold winds are nothing to match our high spirits...we partied like it was ~~1999~~ 2009!

2008 PCA launches their Community Partners Giving Back Fund...donating a percentage of sales to local, national and global partners, with the vision of *supporting those endeavors which share our vision of a world community, where everyone has access to resources from which to create vibrant, vital and healthy lives.*

***"The Road Goes on forever,
And the Party Never Ends"... 2010 & Beyond***

2010 With the Certification Program retired, Wendy does more & more traveling and teaching...so, we decide to downsize a bit, letting go of one of our Mat Rooms.

2010 Wendy is invited to be a Second Generation Mentor in Balanced Body's "Passing the Torch " Mentoring Program.

2011 Wendy's 3CoreConnections Teaching Perspective is getting more and more attention...even more traveling ensues: England, France, Canada, Rio De Janeiro & Sao Paulo, New Zealand, Japan...as well as cities all around the U.S.

2012 The Extreme Make-Over Team gears up one mo' time! A year and ½ later, the PCA has, not only a brand new, shinny, exciting interactive website, but also a brand new, shinny, renovated Studio!!!

2013 Wendy and Michael turn 64, and can hear Paul, John & George crooning softly, "Will you still..." They feel the love...and look forward to the next decade.

2013 PCA CoreStaff contribute to our Continuing Education Programs, developing and leading in-house workshops for clients and teachers.

- 2013 & 2014...PCA brings New Zealand Osteopath and Acupuncturist, Phillip Beach, to the U.S., helping to set up ground-breaking human movement patterning workshops in California, North Carolina and Austin, with movement and bodywork practitioners from around the world
- 2013 The Pilates Center of Austin *URNS 20 YEARS YOUNG, FIT & FLEXIBLE!!!* It's time for *ANOTHER PARTY!!!* Zilker Clubhouse here we come again!
- 2014 Robert, our Studio Manager, retires after 12 years
- 2014 Marcos's 10 year anniversary at the PCA. He is awarded Senior Teacher status... *HugeCongrats!*
- 2015 We hire Beth, as our new Studio Manager...Hooray...hooray...hooray!
- 2015 Kyaa, the Pilates wonder Dog, turns 100 in dog years!
- 2016 We create our advanced "Going Deeper" continuing education program for Graduates of our yearlong "Passing the Torch" mentoring program.
- 2016 When Wendy's schedule no longer permits her to travel annually to Japan, so a busload of her students turn the tables, and cross the ocean & a couple continents, to continue their studies with her at the PCA.
- 2016 Wendy and Michael move to Asheville, North Carolina, to be closer to nature and four Seasons...*Greener Acres is the place to be* 
- 2017 Marcos, now in his 7th year as Senior Teacher, takes on new position as Co-Director of Operations.
- 2017 We join a consortium of producers to make the ground-breaking Documentary "On the Back of a Tiger", honoring the work of pioneering scientists and thinkers who challenged the status quo around our understanding of disease, aging, nutrition and consciousness.
- 2017 Wendy's Asheville Cottage Studio is renovated, and is christened with an advanced mentoring workshop, "Going Deeper", and a weekend workshop with Wendy & Mary Bowen co-teaching.

- 2017 Wendy presents her 11th workshop at Pilates Method Alliance Annual Conference “Embodied Pilates”, with 130 practitioners in attendance!
- 2018 PCA brings Clinical Anatomist, John Sharkey, from Ireland to the U.S. for paradigm-shifting “Biotensegrity – Anatomy for the 21st Century” workshop in Austin, with movement and bodywork practitioners from around the world
- 2019 Wendy is approached by Handspring Publishing to write a book about her embodied approach to movement and bodywork. She sharpens her pencils...and the writing begins.
- 2020 Our 10th year of mentoring practitioners in our yearlong Passing the Torch Mentoring Program...with over 50 Graduates!
- 2020 Marcos is awarded 25% stock ownership in the PCA, as recognition of his tenure as Senior Teacher, his loyalty, tireless dedication and superior leadership.
- 2020 Ironically, as life would have it, 3 weeks after the commemoration of his advancement to Junior Partner, the landscape and financial viability of the Center is thrown into rough seas of COVID.
- 2020-21 The next two years, it was all-hands-on-deck. And, thankfully, with the assistance of two Forgiveness loans, along with the Herculean efforts of our staff, under Marcos’s untiring leadership, we have weathered the storm, and are on track to rebuilding stronger than ever.
- 2022 At the onset of 2022, with COVID hopefully fading in the rearview mirror, and as the PCA approaches it’s 29th year of operation, Wendy and Michael decide, with the PCA’s valiant resurgence, that it is now time to pass the baton. What better person to continue the legacy of the PCA, and the vision of Wendy’s 3CoreConnections work, than Marcos, who has proved himself, not only in the time of COVID, but ever since he greeted his first client. We can think of no one more fitting and deserving to forward the PCA’s

mission, and so, at the onset of our 30th year, we pass to him, full ownership of the PCA, along with the fullness of our blessings.

2022 Wendy and Michael are honored to continue mentoring Marcos, and the PCA staff, as they chart the PCA's course over the next 30 years! Likewise, Wendy will continue to offer Continuing Education and Mentoring through the auspices of the PCA.

There are nowhere near enough words to express our gratitude for the journey we have taken with the PCA over the last 3 decades: the thousands of Clients and Students who have inspired and taught us so much, all the remarkable Teachers who have joined our Staff over all these years, our Partners and Colleagues, and our awesome Austin Community, that was our home for 25 years. We thank you all for the great and precious privilege it has been, thus far, to share our lives, dreams and visions together.

*Each one of you beats in the HEART of the
Pilates Center of Austin!!!*

*With deep love and respect,
Wendy & Michael*

“The Road Goes on forever,

And the Party Never Ends”

...the Next Generation

2022...to be continued, you can count on that!