



BETTER TOGETHER

MMSN COUPLE LIVE OUT THEIR DREAM

From one adventure to next, Scott and Karen Herkes prove that some things are just better in pairs.

By Maria Kang

Becoming a business owner is one of the ultimate American dreams. You set your schedule, you control your income and you contribute to the communities you serve. While building a business is a risk, it's a risk worth taking when you are following your passion and delivering successful results.

Scott and Karen Herkes of Max Muscle Bettendorf, Iowa deliver results. Both were in the Navy and met in the hills of Scotland. As soon as their romance began, they began backpacking, skydiving and traveling. While in Scotland, Scott also took part in the first-ever American team to compete in the 100th contest of the oldest and largest Military Tattoo called the "Royal Tournament," a Tug-a-war contest sponsored by England. Scott and Karen enjoyed an active lifestyle and were both focused on fitness and health early in their relationship.

MaxSpotlight

In 1984, they were married in Iowa and later had four children, Samantha, Brenton, Lauren and Spencer. Karen, 48, became a substitute teacher and aerobics instructor. Scott, 51, worked for more than 15 years in Industrial Technologies. Having experience as a General Manager of Van Meter Industrial and VP of sales at Power/mation, Scott was ready to take on an entrepreneurial venture, an endeavor he'd given a lot of thought to before exiting the corporate world.

One day in 2007, Scott researched franchise opportunities on the Internet. After filling out a short survey, they were contacted by a franchise head hunter who interviewed Scott and Karen about their passion, budget and ambition for more than an hour. After some exploration, the head hunter came back with "Max Muscle," a company unknown to them at the time. Unlike other supplement/health stores, the couple was immediately intrigued by the educational component behind the store brand. Max Muscle requires all new franchisees to become certified Sports Nutrition Coaches and participate in weekly educational conference calls.

After researching the Max Muscle's franchise program, receiving extensive education, dividing store duties and investing their entire life savings, the married duo were ready to open doors. On November 30, 2007, Jens Pulver, a former world UFC champion and the local arena football team, Quad City Steamwheelers, and the local hockey team, Quad City Flames, came to support Scott and Karen's grand opening. It only took eight months from the moment they researched "franchise opportunities" online, to the day they opened for business.

Together, they have since become the No. 1 franchisee to successfully complete community outreach presentations to major corporations like John Deere, YMCA's, local gyms, rotary groups, police and fire departments and schools. Scott focuses his 45-minute presentations on nutrition, body fat and fitness. His presentations have made him a local area expert, a success that is exhibited in the thousands of dollars they have received in sales and referrals. Aligning with local influencers like Brad Munson, a personal trainer and corporate wellness director with Van Meter Industrial, has been a great achievement. Brad embraced Scott and Karen's store from the beginning and recommended Max Muscle products to his athletes and corporate employees. Their best selling products, Vit-Acell, High 5, Max Pro, Full Blown Extreme and Max EFAs; and their popular Full Blown Nutrition Plan, have all helped them get very close to their one-year target goals.

On March 7, 2009, they will be co-hosting a fire and police challenge called the "Quad Cities Supreme Physical Challenge" with Acceleration, an athlete training facility. Fire and Police Department teams will be competing for prizes in the vertical leap, bench press, 40-yard dash and more. Held at 9:30 a.m. at 2222 Middle Road, Bettendorf, Iowa, they are expecting a large turnout and many participants.

"I am really looking forward to opening another store one day and becoming a bigger part of the community," says Scott. "If you want to succeed in this business, be passionate, be helpful, and most of all, love meeting people, teaching nutrition and being fit – it's a great business. You make friends every day...and that's what it's really all about – getting personal, making friends and building relationships."

MS&F



WITH 3 FORMULAS, EACH EQUIPPED WITH
FOUR ADVANCED FAT INCINERATING BLENDS,

FAT LOSS IS NOW A FOURGONE CONCLUSION

LEARN MORE AT **MAXMUSCLE.COM**

Available **EXCLUSIVELY** at MAX MUSCLE Sports Nutrition Stores

MAM[®]
SPORTS NUTRITION