

Kari Eide - Have Band, Will Travel ..

Inspired Author in our Midst

By LYNN MACHON

WHEN YOU MEET KARI EIDE, one of the first words that comes to mind is "dynamo". A busy mom and fitness buff, this energetic neighbor also recently became an award-winning author and successful entrepreneur.

Kari and her husband, Keith, moved to Serrano from the Bay Area, searching for a more peaceful place to raise their family. After compromising with each other on architectural style, in July 2000 they moved into their "Mediterranean-French Chateau" dream home on Greenview Drive.

Then on July 26, 2002, their quiet suburban life was suddenly altered. As Kari was driving on Silva Valley Parkway to pick up their two sons from school, an oncoming

car crossed the double yellow lines and hit her head-on. The horrific crash left Kari with a crushed right foot, bruised ribs and substantial lacerations all over her body. "Still to this day, I can smell the burning rubber and hear those sirens," says Kari with a shudder.

The tragic event turned out to be truly life-changing. Kari endured painful reconstructive surgery and six months of physical therapy, but says the toughest part of recovery was being forced to put her normal fitness routine on hold. "Then one day, my

friend Lissa (Mueller), who's a certified personal trainer, came to visit me at home and brought me this little exercise band."

"With that simple tool, I was able to effectively train my whole body and build back my strength," says Kari. "I was so impressed by the results that Lissa and I decided to write a book to promote the benefits of resistance bands to the rest of the world."

And that's just what they did. The first-time authors collaborated to write two different guides, *The Fit Traveler: Take Your Workout With You* and *The Fit Traveler: Senior Edition*. Kari handled all the coordination with publishers and distributors as well as marketing on her own. She even

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used fellow Serrano residents Bill Estee and Althea Hurley as photographed models for the senior edition.

The books were released in 2006 to the praise of reviewers who, Kari says, loved her unique concept of including a free exercise band right in the packaging. To encourage online book sales, Kari started her own company, The Fitness Boutique, with a line of complementary products.



Kari Eide credits her exercise band for both fame and fitness.

To date, almost 13,000 copies of *Fit Traveler* books have been sold nationwide, carried through major retailers such as Amazon.com and Borders, and in local boutiques like Periwinkle. Kari has been quoted

