



## CBP Client, Pinpoint Training Service Selected to participate in Capital One “Spark Plug” Campaign

Being a small business owner is not for the faint of heart. Nor is it advantageous to work in isolation. Denise Lee, owner of Alexandria-based Pinpoint Training Services understands the power of a network - that is why she turned to the counselors, workshops, programs, and networking opportunities at Community Business Partnership (CBP). According to Lee every aspect of her business has been reviewed and critiqued since she became a client at CBP in December 2014. Lee comments, “I want to thank all the staff at Community Business Partnership.”

Pinpoint Training Services was recently selected to participate in the Capital One “Spark Plug” campaign. Capital One delivered a media campaign for her small business with its "Spark Plug" initiative, which shined a spotlight on 125 entrepreneurial companies.

Denise Lee is a Medical Exercise Specialist and holds a Medical Exercise Training Certification from the American Academy of Health, Fitness and Rehabilitation Professionals (AAHFRP) and a personal training certification from the World Instruction Training School (WITS), a leading organization in the fitness training and certification industry.

Regular exercise is the key to a healthy lifestyle. Lee is trained to work with clients whose goal is to stay healthy and fit despite a wide range of medical conditions including: musculoskeletal, cardiovascular, neurological and metabolic disorders. Lee decided to focus on medical exercise therapy after she discovered during her early work as a personal trainer that many of her clients wanted to exercise but were often limited by health conditions that left them lacking the confidence necessary to commit to continued exercise.

Pinpoint Training Services offers exercise therapy designed to boost strength and nurture the healing of individuals living with diabetes, hypertension, back problems, pain management, cancer and other commonly debilitating ailments. She also works in post-rehabilitation with patients recovering from broken bones, sprains, and joint replacement procedures. Working in conjunction with the client’s medical team, Pinpoint Training Services tailors exercise programs to address specific ailments and physical needs based on the doctor’s diagnosis and recommended follow-up care.