

Excellence in Business Awards

Small Business of the Year Award Nominee Bio

CNU Fit, LLC



Evans Armantrading, Jr.
Founder/CEO

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Describe the business: Kent County's most effective way to achieve sustainable weight loss! CNU Fit has been recognized by over 2,000 professionals in Kent County for providing personal training and nutritional services for sustainable weight loss and increased strength. Unlike group fitness centers and part-time fitness studios that leave you feeling confused and lost, CNU Fit clients love the support, accountability, and attention they receive to guarantee sustainable results.

Mission/Philosophy: To provide products and services for individuals and businesses that aide in the lifestyle changes needed to obtain and maintain optimal health by increasing metabolism. We aim to help you remain disease free, acquire your desired body composition, and to reach your ultimate performance goals!

Primary good or service provided:

- Personal Training
- Metabolic Coaching (Nutritional Coaching with exercise design and education)
- Small Group Training
- Stretching

Number of years in business: 7.5

How did your business start?

Although I was born in New York City, I was sent to Jamaica, W.I. at just 10 months old because my parents could not afford the cost of my care. I lived there with my aunt until I reached school age. As a child, I was active and fit; while not a true athlete, I loved to play any sport.

In my early adult years, I became homeless multiple times and eventually decided to join the military. Within my first 15 months, I gained over 50lbs and began my battle with weight and body image.

I spent 5 years in the military on the “fat boy program” and struggled to meet physical fitness requirements. I attempted a wide variety of fat loss programs: Taebo, video tapes, dvds, running, elaborate programs purchased

online, and supplement regimens from local vitamin stores. Nothing offered a permanent solution. Due to this lack of success with my weight loss journey, I developed a negative body image.

I hit a breaking point when my younger brother told me to “lose the belly.” Faced with the hard truth, I was finally ready to make a healthy change. I decided to get mentorship from a local physician who specialized in weight-loss and metabolism. It was the perfect storm; I lost my job in home sales and needed to reinvent myself. I began to apply the techniques that I learned from my local physician, and I began to teach others. I went from over 210lbs to 174lbs and from 25% body fat to 7.45% body fat.

Through years of teaching health seminars and solving my own struggle with fitness, I found that for people to truly succeed they need to be coached in a one-on-one or small group setting. I realized that although the classroom setting is great for teaching the concepts, health is not a “one size fits all” concept. It is an intimate and unique journey!

My passionate desire to see people of all ages become healthy and disease-free caused me to start my own health and wellness company. In 2009, I stepped out in faith and started CNU Fit (pronounced Seeing You Fit). I believed that if I was a consistent tither, committed to hard work, and speaking daily affirmations my business would succeed.

Now, CNU Fit is my vehicle to help people develop a proper view of who they can be, and see themselves fit in a safe, fun and uplifting atmosphere. My background in military leadership, business, public speaking, sales, leadership development and my 2 year internship under Dr. Wilson gave me a great advantage in helping others understand their body’s process, hormones, metabolism and how to optimize their health. I have helped thousands of people to lose weight, improve their self-images, and become prescription drug free. I have worked with professional football players, former ProBowlers, celebrities such as Nathan Morris from Boyz II Men and his son, Mrs. Dover, DE, nurses, physicians, attorneys, and people from every walk of life.

I’m known for my passion for Christ’s transforming power and I’m a minister in my local church. I’m actively involved in my community and sit on the executive board of the Central Delaware Chamber of Commerce as well as the President of Mom’s House of Dover. Today, people and organizations from all across the country seek me and my team to teach methods on how to increase their metabolism through nutrition, exercise and proper supplementation.

I am a USAF veteran who deployed multiple times during Operation Iraqi Freedom and Operation Enduring Freedom. My wife Dana and I have been married since July 2001 and have two children (Evans III and Diaya). I live by and love to teach my values of Faith, Family, Fitness, Finances, Freedom and Empowering Others!

Number of employees:

Full-time: 2

Part-time: 5

Describe the growth of your business:

In staffing increases: 7 employees

In Sales: We have increased by over 20% in sales every year since the inception of CNU Fit.

Describe the challenges facing your business: The two major challenges that face my business are staffing and industry miseducation. As we grow we hold a fairly high standard to be a trainer, so finding talent can be challenging. Our staff must have a strong understanding of Anatomy and Biomechanics. Concerning industry many companies spend a lot of money marketing unrealistic achievements.

Describe solutions developed to address those challenges: The solutions we developed to overcome this challenge is that we have partnered with Delaware State University and Wesley College as internship site to reinforce what is taught and bridge the gap between theory and application. We offer an intensive apprenticeship program to help non-students pursue knowledge and a career in personal training. Concerning the miseducation, I do a cooking show on Facebook called Cooking with Evans as well as we offer lots of education to the community through public speaking.

Describe a creative, imaginative or innovative process you have developed that has helped your business grow:

An innovative process that we have added to help our business grow is offering education on nutrition and exercise. Our metabolic coaching program is the only of its kind in Delaware and our style of training is focus on speeding up the metabolism to allow our clients to achieve their fitness goals with less time in the gym comparable to other methods. We measure body composition with a state of the art ultrasound system that is used in major Universities and high-end studios. Lastly, we have been diligent in establishing a strong relationship within the CDCC so professionals who desire to be fit can work with a professional that can help them. This has been a game changer.

What are the goals for your business in the next three to five years? 2 Locations and helping over 500 clients at a time

What distinguishes your business from the others?

1. Our commitment to helping individual reach their goals
2. Our passion for health and fitness
3. Fun – we have a blast everyday
4. Encouragement
5. Our entire training staff is Nationally Certified
6. Our Metabolic Coaching program is run by a Board Certified & Registered Dietitian with a Masters in Nutrition and over 9 years of Nutritional coaching
7. Our Core Values
 - a. Mentorship
 - b. Partnership
 - c. Metabolism
 - d. Commitment to Excellence
 - e. Extreme Ownership with and Empowerment Stance

What contributions have you made in the community?

Serving on boards/committees:

- Executive Board of Chamber Commerce, Vice Chair of Community Affairs
- Board of Mom's House, Chairman

Serving as a volunteer: Crossroad Christian Church, Minister, Teacher; Dancing with the Delaware Stars; CDCC Honorary Mayor Program

Providing in-kind services: Chef's Fight for your Heart (American Heart Association), EMBODI – youth presentation on fitness (2014-2016), CNU Fit – Free Seminars on Health and Fitness & Free Saturday Morning Workouts (Spring and Summer 2016), Healthy Kids Seminar – Mcilvaine Early Childhood Center, Kingdom Christian Academy, Towne Point Elementary; Lunch & Learn – Faw Casson