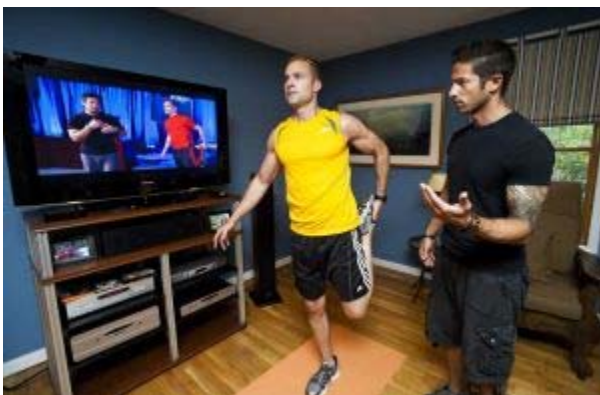




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Too tied to the desk to exercise? One solution

July 11, 2011 by JAMES BERNSTEIN / james.bernstein@newsday.com



Rob Basso's latest burst of energy comes in the form of an exercise DVD he has prepared especially for the [Long Island](#) business community, many of whose members say they are always too busy to work out.

Basso, the star of his own Internet show, "Basso on Business," and president of [Freeport](#)-based Advantage Payroll Services, which services about 2,500 companies, most of them on [Long Island](#), has cut "BusyFit," a 25-minute workout on DVD. Basso performs the exercises

according to instructions from personal trainer Matthew Basso, who is no relation.

"I have a philosophy that business is made up of the body and the mind," said Rob Basso.

"I work out. I thought, 'How could I help people who are just so busy?' Here's a video people can do in their hotel rooms or their offices, he said. "You don't have to work out an hour a day. To be fit, you don't need to spend that much time."

Basso will show his DVD at the Viana Hotel and Spa in [Westbury](#) at noon Thursday to a lunch crowd of 30 to 50 people, said Christine Cesarino, Basso on Business production manager. He's selling the DVD for \$29.95.

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