

Transcription of Episode 338: Mike Norcia (Nutrishop)

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SPEAKERS

Mike Norcia, Barry Fisher

Note: This transcription was computer-generated and may contain typographical errors.

Barry Fisher 00:10

Well, good afternoon, everyone. Barry Fisher here and welcome to this podcast. I lived here in Sun City Shadow Hills for about eight years and I'm a member of the Information Advisory Committee. At the committee, we've had a number of discussions about ways in which we can get information out to our community and keep them informed about what's going on. Bob Firing, who many of you have seen and heard in podcasts in the past, usually he does these things, but he was unavailable today so consider me his backup. So we have a special guest today for you to hear, Mike Norcia . . . I pronounced that right?

Mike Norcia 00:58

Norcia. That's fine.

Barry Fisher 01:00

Close enough. Who owns the Nutrishop here in Indio. And I wanted to take an opportunity to thank you on behalf of Sun City Shadow Hills for all the support you've given our community in the past through our Beat the Heat program, the Fall into Fitness program and the Annual Golf Walk, you've been very generous in supporting those programs. So let's get started. Tell us something about yourself. Where'd you grow up? What's your background and stuff like that?

Mike Norcia 01:35

Very good. Yes, I was. Born in West Palm Beach, Florida, left there real fast and grew up in Canton, Ohio, probably two miles away from the Pro Football Hall of Fame. I grew up playing sports, mainly football all my life and had been active since I was about eight years old in a variety of sports. Moved out here to California when I was 14 years old turning 15 and then have lived here ever since. I have been in the sports nutrition industry over 20 years. I previously was with a company called Max Muscle, which is also a franchise type location, retail locations. And then I am one of the actually one of the founders of Nutrishop as a whole. I helped start this whole company from day one. So been involved from, 2003 is when the company started, had been with Nutrishop in 2002, before it started, because we got it on the ground and running. And have got to watch it grow to almost 200 stores nationwide, and plus we have some international locations as well.

Barry Fisher 02:41

It's great. Yeah. Well tell us something about Nutri shop. What's it all about? For somebody who hasn't been there yet? For

Mike Norcia 02:47

sure, yeah. And, you know, it usually takes about five minutes for somebody when they walk in to realize that we're completely different than any other retail supplement store that they have been in the past. We're very personalized to all of our customers that walk in. So when our customers walk in, we're very investigative in our questions and ask a lot of, you know, lifestyle questions to find the right products for that person. We talk about everything from activity level, to sleep quality, to food quality, and everything in between that could affect someone's lifestyle, whether they're eight years old, or eighty years old.

Barry Fisher 03:27

You pointed to me at eight...

Mike Norcia 03:28

No!

Barry Fisher 03:29

I'm not there yet.

Mike Norcia 03:30

No, that's the Italian side of me, I use my hands on everything.

Barry Fisher 03:35

So how did you get interested in this particular field?

Mike Norcia 03:39

You know what I was, I was an outside, advertise rep, and walked into one of the retail locations of Max Muscle, the previous ones, became friends with the owner of that store, and just really saw what he did in his store and just fell in love with the whole process. Started bugging him about if they were hiring at their corporate office and what have you. And that's what got me into it. And then we branched off and we started a Nutrishop, the owner of Nutrishop, and I opened the very first retail location, and that was back in 2003. And had been helping people ever since.

Barry Fisher 04:15

How long have you been hoping here in Indio?

Mike Norcia 04:17

In December, it'll be eight years.

Barry Fisher 04:19

Wow.

Mike Norcia 04:20

Yeah. So great location and great, great community.

Barry Fisher 04:25

Well, let's talk about some specifics. I mentioned to you that this is a, Sun City Shadow Hills is billed as an active senior community. If somebody came in from Sun City and was looking to get started, how would you direct them?

Mike Norcia 04:45

Absolutely. Well, we would start our investigation with them and so we would be asking a lot of questions as far as what your activity level. How do you eat? What do you feel? Are you sleeping well? Are you in pain in certain areas in your body? We go through it all, to assess what we can help with, because we want to try and help in every aspect. And really our main focus when somebody comes in, even though we're in the business of selling supplements, our main focus with people is proper nutrition. Because that's 80% to 90%, of whatever anybody is trying to accomplish physically, mentally, and even emotionally. Food plays a huge role into that. And so we go over food a lot, we talk about it a lot. And then we see where supplements can do what they're supposed to do, and that supplement what we do with our nutrition.

Barry Fisher 05:32

Now, for somebody who doesn't know anything about this, what is a supplement?

Mike Norcia 05:37

A supplement is exactly what it sounds like. It's something that supplements what we do in our lifestyle already naturally. So what we eat, the activities that we do, the way we sleep, and even our you know, work lifestyle in any of that stuff, that all plays a role into it. And then that's where we assess where supplements. So our job is to ask a lot of questions, and find where there could be some holes in your routine that we fill with a supplement.

Barry Fisher 06:07

So let's say I came in to visit you, I'm overweight, not too active, not too involved. I sleep like a rock though. I eat reasonably healthy, I'm not you know, I do go off the wagon from time to time. Where with somebody in my situation get started, what would somebody do?

Mike Norcia 06:34

So we would first off, find out your goal. And if you know, saying that you would like to lose some weight or lose some fat. More importantly, because we're not really big on the weight aspect of it. And that's what I've been teaching this community specifically a lot about, because it's more about our body composition than it is our actual weight. And I always tell you know, men, I always say, hey, let's say you weighed this current weight, but had a 31 inch waist, would it matter? You weighed this current weight? Not at all right? And women same thing, if you weighed this current weight, but fit into a size one, would it matter you in this current weight? And so we really focus on first off that. But getting back to your question, you know, we would start talking about your nutrition, because that is the first way to

drop body fat. And that's eating properly. And we would assess, you know, literally go through your day. What do you eat for breakfast? Do you eat breakfast? You know, you say you sleep like a rock? Do you wake up feeling tired? Or do you wake up feeling rested? Because the quality of sleep is really what is the most important, not necessarily the hours that we're sleeping? So we really get into that. Yeah, we talked about again, lifestyle. So you said you're not too active? You know, we would ask about are you taking any type of multivitamins? First off, we would ask, Do you have any illnesses or any health concerns? Are you on any medication? We want to make sure we're not contradicting any of that stuff. Usually, if somebody is on medication that I'm not familiar with, I'm going to make recommendations, I'm going to give them information on that product, and then I'm going to direct them to their physician and say, you know, see what your physician says about this product. And you know, how it could, if it would benefit you in their eyes as well.

Barry Fisher 08:19

What else should I be asking you today?

Mike Norcia 08:22

Well, for this community, and again, I love this community. I mean, when you guys come into the shop, it is seriously like, it's usually in a big group, which I love. And I so I get to do the dog and pony show for a bunch of people. And it's fun. And we have this really cool machine. It's a body composition machine. It's free for all of our customers to use, and it takes and it breaks down what's going on inside the body. So you know, you can weigh X amount of pounds. And we don't know what those pounds equate to, right. And this machine will tell us how much muscle we have, how much body fat we have, how much water we have, and even visceral fat. Visceral fat is really the most important fat, where there's this squishy fat, right that we can touch and pinch and feel. visceral fat is fat, we won't see but it is what affects the health tremendously. And that's fat around our organs. That's what visceral fat is. And so we don't see that it's a small number when you look at it in comparison to the other fat which is called subcutaneous fat. That's that stuff we can touch, pinch, and feel. And so we even breaks down to that. It tells you how much muscle you have in each one of your arms. How much fat you have in each one your arms, your torso, your legs, goes through the whole body. It's amazing. And it really gives us a story about you on the inside to where we can better guide you.

Barry Fisher 09:45

What else do you carry in your shop besides supplements?

Mike Norcia 09:48

So we have we have wellness products, we have vitamins, we have supplements, we have snacks healthy snacks. And I'm very particular about the snacks that I bring in because there's a lot of stuff out there that is promoted as healthy snacks and it really equates to a Snicker bar. And so I'm very cautious about the snacks that we bring in. Because a lot of people need that, you know. We have really these really cool, for example, that are called Quest chips. And they're healthy potato chips or protein, potato chips, and they have 20 grams of protein in each one of them. And which is great, a great snack if we're on the golf course and we need something to pick on. I know when I golf in the past, I gave that sport up, but when I got in the past, you know, you would always want to have a snack with you. Rather than grab a bag of Lay's, we can grab a bag of Quest chips, and it would be a much

better choice. And that's really again, what we go through is just making better choices. You're not going to eat a bodybuilders diet, right? But we are going to make better choices in our nutrition.

Barry Fisher 10:50

You're over in the WinCo shopping center.

Mike Norcia 10:55

That's correct.

Barry Fisher 10:56

Where would we find you? We drove over there.

Mike Norcia 10:59

Usually everybody knows when I say right next to Your Pie pizza. We've sort of been there for eight years. We literally were one of the very first shops that the smaller shops in there, the big shops were all in there, the Home Depot and 24 Hour Fitness and all that. We were one of the very first ones to go in there on the smaller shops. And so yeah, we're right there next to Your Pie pizza.

Barry Fisher 11:22

What are your hours?

Mike Norcia 11:25

Monday through Thursday, we're open 10am to 8pm. Friday and Saturday were open 10am to 7pm. And then Sunday 11am to 5pm.

Barry Fisher 11:34

Seven days you're open.

Mike Norcia 11:35

Seven days a week. Absolutely. Absolutely. I have a great staff. All of my staff, including myself, we're all sports nutrition certified. This machine that I'm talking about is called an Evolt 360 machine. We had to do a two hour extensive course, before we can even start using that machine. My whole staff is trained on that as well. So we can analyze the data properly and make the proper suggestions based on what we're seeing in there.

Barry Fisher 12:02

Okay, well, I learned a lot. I think I'm gonna pay you guys a visit.

Mike Norcia 12:09

I would love it.

Barry Fisher 12:10

See what you have to offer. Certainly like to try out that machine. And glad you could come by and chat with us today and give us some information. Again, if you're interested in Mike's product. It's Nutrishop

in Indio. It's located in the WinCo shopping center. I actually have the address here. It's 42250 Jackson Street, Suite 106, in Indio.

Mike Norcia 12:44

Right next to Your Pie pizza.

Barry Fisher 12:47

And thanks a bunch. Yeah, absolutely.

Mike Norcia 12:49

And just to close, you know, when, again, especially for this community, when they when you walk in there, you might think this caters to bodybuilders or the fitness enthusiast. We are a wellness center, we want again, anybody who just wants to lead a healthy lifestyle, so we don't need or, you know, it doesn't have to be a gym rat that walks in there. It can be just somebody looking to improve the quality of their life. And that's really what we want to cater to. So it doesn't matter what age or what activity level anybody has. We will take you all and we'll help you.

Barry Fisher 13:25

Right. Well, thank you again, for all the support that you give our community here. It's certainly appreciated and it's also good to get to know our neighbors who have shops in the community to support them.

Mike Norcia 13:42

Absolutely. We appreciate the community support. It's been phenomenal working with you guys and I definitely enjoy it.