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# CLUB BUSINESS INTERNATIONAL

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## 'And in This Corner!'

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THAT WOMEN HAVE  
WHAT IT TAKES  
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## Step 4

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## Step 5

Member checks their results online.



## Step 6

Tracking tools for you and your member.



## Step 7

Now we're talking!

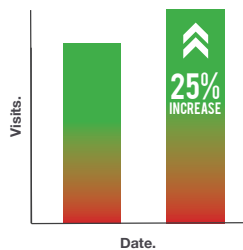




# The Hard Numbers as to Why Club Operators are Installing The Fitness Industry's Hottest Visual Feedback and Tracking Tool – MYZONE.

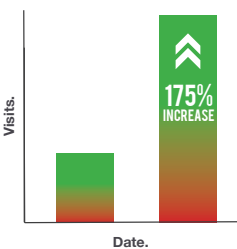
It is widely accepted that the critical success factor of operating a club is identifying the members who visit the club less than 50 times per year, and doing everything you can to have them visit more than 100 times per year. Affecting disengaged members, and helping them to become engaged, is arguably the most leveraged play you have as an operator.

Engaged members not only spend more money with you when at the club (ancillary revenue), they are the group that best promote you in the community (referrals), and according to IHRSA studies, they 'stay and pay' for an additional 18 months (retention). Engaged members are good!



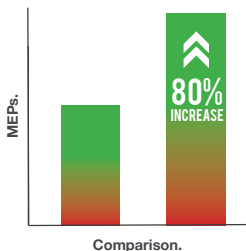
## BASIC STUDY

A recent study completed at Pat Laus' award winning Atlantic Club in New Jersey showed that a control group of members visited the gym 25% more, (January, year on year) once they had adopted MYZONE.



## A MORE TELLING NUMBER

More interestingly, it was established from that same case study that those members who would typically only visit 4 times in a January period, would visit 11 times once engaged with MYZONE. In effect, projecting their attendance to be 132 visits for the year instead of 48, moving them from no or low engagement to high engagement. This is where the rubber meets the road!



## CHALLENGES WORK!

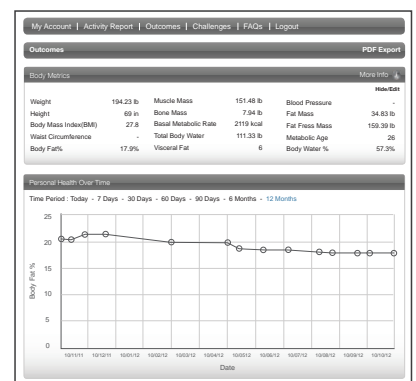
A separate quantitative study completed by CFM International, the global distributor of MYZONE, showed that members already using MYZONE would exercise 80% more frequently when engaged in a 6 week challenge with their peers.



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## Editor's Welcome

"The British physicist and philosopher Julian Barbour proposed that the world is just a 'heap of moments,' each an instant of frozen time. There is no order to the moments, no sequence, no cause-and-effect relationship. We exist only from moment to moment."

So wrote novelist, physicist, and MIT professor Alan Lightman in a recent review, in *The New York Times' Sunday Book Review*, of physicist Lee Smolin's new book, *Time Reborn*.

Time, as Barbour and Smolin point out, remains an illusive thing despite endless and intensive investigations by physicists, philosophers, and others. What it is exactly—and even *if* it is—remains unclear. But one thing that's certain is that we all have to deal with it.

This issue of *CBI* serves, in a way, as a concise time capsule—not a collection of artifacts from days gone by, but, rather, a reminder of things past, present, pending, and yet to come. Think of it as a "heap of moments" frozen within these pages.

The newest installment of the IHRSA Index informs us that 2012—the fourth quarter and full year—yielded improved metrics for clubs. We also glance back to savor all of the excitement, inspiration, and lessons-learned that constituted IHRSA's 32nd Annual International Convention & Trade Show (can three months really have passed since then) ... even as preparations for IHRSA 2014 get under way (the deadline for speaker applications is June 14).

In his Last Rep column, Joe Moore, IHRSA's president and CEO, reminds us that the association is the world's richest source of industry-specific educational materials, and that the

Spring Sale at the IHRSA Store is fast approaching (June 30).

Technology continues to morph at light speed, and we pay tribute both to established, still-evolving systems (e.g., selectorized equipment) and the latest innovations, such as those on view at the Sports Club/LA Chestnut Hill (among them, an IMAX group-cycling screen).

Aging, the principal product of time, or, rather, of its passage, is the focus of our feature "The 'Next' Best Thing." This piece points out that, when, for any one of a number of reasons, including aging, club members can no longer engage in their favorite activity, trainers need to help them identify and "transition" to a new favorite thing.

Despite the enigmatic nature of time, another thing that those of us in this industry, in particular, can be certain of is, "It's *never* too late to start exercising, but *always* to soon to stop." So concludes longevity expert Dr. Walter M. Bortz II, the author of *Dare to Be 100*, and the subject of the "CBI Interview" in the upcoming August issue of *CBI*.

The year is half over. The year is half begun.

Let's rack up a heap of *rewarding* moments! —

**The mission of IHRSA is to grow, protect, and promote the industry, and to provide its members with benefits that will help them be more successful.**

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**VOLUME 33, ISSUE 6**

Kerry Brett





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Flyweight Marlen Esparza  
has heavyweight impact



Courtesy Cover Girl

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## Features

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"Olympic boxer Marlen Esparza ... will live forever in the history books as the very first woman to earn a boxing title for the United States," *nbclatino.com* reported last August during the Games in London. This pretty Houstonian with a powerful punch, now 23, has been breaking down barriers—for girls, women athletes, and Hispanics—since she began boxing at 12. Her newest goal: winning gold at the 2016 Games in Rio de Janeiro.

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...was every attendee at IHRSA's 2013 convention and trade show

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This 'Jewel Box' club features some of the newest high-tech to be found

### 54 The 'Next' Best Thing

New offerings for aging members help them take the next step to success

Cover: Courtesy Cover Girl





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Now even tennis!  
is going high-tech

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IHRSA's educational resources can boost your business, attests IHRSA President and CEO Joe Moore



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## Deadline for IHRSA 2014 Speaker Applications Is June 14

→ [ihrsa.org/speaker-application](http://ihrsa.org/speaker-application)

If you attended IHRSA 2013 in Las Vegas in March, you know that this annual, high-energy event isn't one to be missed. IHRSA's 33rd Annual International Convention & Trade Show will be held March 12–15, 2014, at the San Diego Convention Center in sunny San Diego, California. That date might seem far away, but if you're interested in speaking at this world-class industry gathering, keep in mind that you'll have to submit an application this month. Be sure to complete the online form by no later than Friday, June 14, in order to be considered for the IHRSA 2014 agenda. Individuals selected to speak will be contacted later this year. —

## IHRSA Store Spring Sale Ends June 30

→ [ihrsa.org/store](http://ihrsa.org/store)

IHRSA's research reports, magazines, Webinars, and other publications can help your business be more profitable. And there's never been a better time to add to your business library! From now through June 30, when you spend \$50 or more in the online IHRSA Store, you'll save 15% and receive free shipping to the continental United States.

Popular titles include:

- *The 2013 IHRSA Global Report: The State of the Health Club Industry;*
- *The 2013 IHRSA Employee Compensation & Benefits Report;*
- 2013 IHRSA Convention audio on MP3 session recordings (available individually or as a full set);
- *The 2012 IHRSA Profiles of Success;*
- *The 2012 IHRSA Latin American Report: Size & Scope of Key Health Club Markets* (available in English, Spanish, or Portuguese);
- *The 2011 IHRSA International Report: Size & Scope of Key Health Club Markets;*
- *Get Active!* magazine;
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## The 2013 Campaign Closes June 30

→ [ihrsa.org/industry-defense](http://ihrsa.org/industry-defense)

Whether you're a club operator, a fitness trainer, or an industry supplier, the causes that IHRSA fights for, and against, are very important to you and your business. The health and fitness sector would be operating in a very different competitive and legislative environment if it weren't for the contributions that support IHRSA's various advocacy initiatives. —

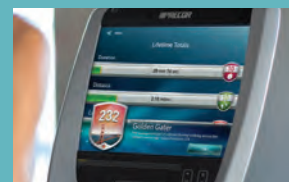
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## Mrs.Sporty Speaks

I'd like to thank *CBI* Contributing Editor Jon Feld for the interesting questions he posed to me during the interview for the Q&A in the April issue of *CBI*, and the magazine's editors for the prominent coverage they afforded our company, Mrs.Sporty. It was a pleasure to have done this. My regards to everyone involved. →

Valerie Bönström | CEO | Mrs.Sporty | Berlin, Germany

## Zumba Exuberance

→ IHRSA is the best industry association in the world. You guys really do a great job and treat people so well. →

Alberto Perlman | CEO | Zumba Fitness, LLC | Hallandale, FL

## HOIST's Voice

→ The convention was the best that I can remember. Can't wait until next year when it's back in San Diego. →

Jeremy Seth Miller | Director of Marketing/International Sales Manager | HOIST Fitness Systems, Inc. | Poway, CA

## Promoting NPS

→ Congrats on the excellent article, "How Loyal Are Your Members?," which appeared in the March issue of *CBI*. I'd like to suggest a follow-up article:

Club One, GoodLife Fitness, and Anytime Fitness, among others, are taking Net Promoter to the next level by turning "promoters" into a powerful marketing force, driving referrals, sales, and positive word-of-mouth. We call these promoters "brand advocates."

For example, Anytime Fitness has created an "advocate army" of over 68,000 Anytime advocates. They've created over 7,000 highly positive reviews and testimonials; shared over 17,000 offers with their social networks; and reached 2.6 million prospective members. Anytime Fitness is enjoying a 23% sales-conversion rate for membership sign-up offers shared by Zuberance-powered Anytime advocates with their friends. →

Rob Fuggetta | Founder & CEO | Zuberance | San Carlos, CA

## A Fine Forum

→ The Latin American Forum held during IHRSA 2013 was definitely a great experience. In recent years, we've witnessed the progress that's been made in terms of both participation and content, which is very valuable for the Latin American industry. It's motivating to be able to attend each year to learn about new developments and global trends, and to create new relationships with people from other countries. Special mention also needs to be made of *The Latin American Report*, the new IHRSA publication that's a real compendium of interesting information; it represents the efforts of many dedicated people. →

Leonel de Aquino Martin | Sports Manager | Fundación Club Alpha de Puebla | Puebla de Zaragoza Area | Mexico

## Competing with Barriers

→ The IHRSA Convention & Trade Show makes for the best week of the year in our industry—a chance to explore, renew, and re-energize. This year was no exception. I thought the messages provided by each of the general sessions were brilliant. I was most impressed with Peter Sheahan, the CEO of ChangeLabs, who asked us: "Are you competing with each other, or with whatever prevents the other 83% of the population from joining?" The takeaway—that we're in this together; that there are *more* than enough people to serve; and that we have a much bigger mission than selling memberships, programs, and equipment—should inspire us to do great things for another year ... until we meet again! →

Shannon Fable | Director of Exercise Programming | Anytime Fitness Corporate | Hastings, MN

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**Ingrid Owen**  
VP of Group Fitness, 24 Hour Fitness

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Zumba Fitness spends more than \$50 million per year creating demand for Zumba® classes and products. With a diversified marketing strategy that includes global advertising and social media campaigns, Zumba Fitness also markets best-selling products such as video games, DVDs, Zumba® wear and more that promote live Zumba classes. This not only creates consumer awareness, it creates the demand to find a class at a fitness facility near them.

Once members get hooked on their Zumba class, they stay. The social aspect of Zumba classes is a proven motivator that keeps members coming back. According to The IHRSA Guide to Membership Retention, "Members who socialize with friends (both new and old) at clubs have higher retention rates." With Zumba® Fitness, you attract new members with in-demand classes and retain more members by building a tight-knit community in your club. Plus, there are absolutely no licensing fees to clubs for any Zumba program, so you can fill your Group X rooms with packed Zumba classes right away.

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#### ANYTIME



Every member can start their day off right with the original Zumba® class. It delivers a mix of exhilarating dance steps set to red-hot Latin and world rhythms.



Crank that coffee up to a double espresso with Zumba® Toning! This class targets those who want to combine Zumba moves with body-sculpting exercises and high-energy cardio.



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To find the Zumba instructor that's right for your facility, and get tips on auditioning and selecting your instructor, visit [zumba.com/clubs](http://zumba.com/clubs).

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All you need is an empty space, a sound system and a licensed Zumba® instructor.

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\*Except in China

# News & Know How

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**United to Serve:** Past, present, and future members of the IHRSA board of directors pictured at IHRSA 2013. Back, from l.: Bill Beck, Scott Gillespie, Allison Flatley, Richard Bilton, Mark Stevens, Rasmus Ingerslev, Christian Pierar, Molly Kemmer. Front, from l.: Jasmin Kirstein, Brent Darden, Carol Nalevanko, Bill McBride, Art Curtis, Kay Yuspeh, Robert Brewster. —





## Tascher Steps Down as Head of Bally Total Fitness

Changes continue to unfold at Bally Total Fitness (BTF), the Chicago-based club chain. In late April, Marc Tascher, who had assumed the roles of president and CEO in September 2012, announced that he was resigning “to pursue other opportunities.”

At press time, the company had not yet named his replacement.

Tascher noted that he and BTF’s board of directors had agreed that his could be a short-term appointment, and, in published reports, he said: “I had the pleasure of working with a great team, and I am very proud of our accomplishments. Together, we developed and executed an operating plan and achieved unprecedented sales and revenue growth, exceeding everyone’s expectations.”

Tascher, who also sat on the BTF board, succeeded Mike Sheehan, who had served as CEO since 2008.

A well-known industry veteran, Tascher had been associated with BTF for nearly a decade. In 2005, he and Angelo Gordon and Co. entered into an agreement to purchase 21 Crunch clubs from BTF for \$45 million; when the acquisition was finalized early the next year, he became the CEO of Crunch, but stepped down just six months later.

Tascher also cofounded and became chairman and CEO of Town Sports International Holdings, Inc. (NASDAQ: CLUB), based in New York, which operates nearly 160 units under four brands—Boston Sports Clubs, New York Sports Clubs, Philadelphia Sports Clubs, and Washington Sports Clubs.

After 22 years at TSI, Tascher sold his interest in the company and founded Sports and Fitness Ventures, LLC.

Once the largest chain in the industry with some 350 facilities, BTF sold 171 units to LA Fitness in 2011, and 39 clubs to Blast Fitness in 2012. It now operates 44 clubs in New York, New Jersey, California, and Colorado. —



## ‘World’s Best Trainers to Watch’

Life Fitness launches third edition of its annual competition

→ **Life Fitness**, a leading equipment manufacturer based in Schiller Park, Illinois, is searching for the world’s best Personal Trainers to Watch. This program, now in its third year, recognizes and rewards trainers who personify a passion and commitment to healthy lifestyles.

Nominations will be accepted through the month of June.

The top 10 finalists will compete in a global competition in September and the winner will be announced at that time.

Club operators, staff, personal trainers, and exercisers can



2012 winner  
Joanne Blackerby

visit [LifeFitness.com/personaltrainers](http://LifeFitness.com/personaltrainers) to nominate a trainer who, the company explains, “supports a powerful vision, exemplary commitment to enhancing client experiences, and pursues continuing education for mastery of the profession.”

A panel of fitness industry experts will judge the candidates based on the awards they’ve received, their tenure, and the number of clients they serve.

The grand prize winner will receive \$5,000 toward their personal training business, recognition as the global 2013 Personal Trainer to Watch, and a personalized award plaque. —

## Harkin and Wicker Propose Physical Activities Guidelines Act

In March, U.S. Senators Tom Harkin (D-IA) and Roger Wicker (R-MS) introduced the bipartisan *Physical Activities Guidelines for Americans Act*, which would direct the Department of Health and Human Services (HHS) to prepare and promote physical activity goals for American children and adults based on the latest scientific evidence at least once every 10 years. The legislation, if enacted, would also direct HHS to publish a report of best practices and ongoing issues related to physical activity five years after each set of guidelines is published. —





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## Dispelling **Weight-Loss Myths**

Sorry, folks, sex just doesn't burn that many calories

**D**oes your club have lots of members who continue to struggle to lose weight, despite your best efforts to help them? If so, the trouble may not be with your programming, but, rather, with common myths that many people hold true.

To wit: sex burns lots of calories; small changes can lead to substantial weight loss; eating breakfast helps prevent weight gain; and school gym classes can affect students' weight.

Researchers at the University of Alabama at Birmingham examined the science behind these widely held beliefs and came to some interesting conclusions. The results of their research, published recently in *The New England Journal of Medicine (NEJM)*, indicate that many of these beliefs are myths that are getting in the way of solving the issues that millions of Americans have with their weight.

"The evidence is what matters," says David Allison, the lead author and biostatistician at the university. And many of the feel-good ideas shared by well-meaning health experts just don't have it.

For instance, the calorie burn from sex has often been estimated at between 100 and 300 calories. The researchers, however, note that the only study that scien-



tifically measured the energy output of sex found that, on average, it lasted just six minutes and burned 21 calories—roughly the same amount expended by walking. And that was for men. The study was done in 1984, and didn't measure the calorie expenditure for women.

Another common misperception is that small changes in diet or exercise can lead to large, long-term weight changes. The researchers point out that the

body adapts to changes, so, the studies suggest, small steps to cut calories don't have the same effect over time.

Another: School gym classes have a big impact on kids' weight. The fact is, many classes may not last long enough or be intense enough to make a difference.

And still one more: Eating breakfast regularly helps prevent obesity. Two studies found no effect on weight, and one suggested that the effect depended on whether people were used to skipping breakfast or not.

What should you do? Keep up to date on the most recent research so you can provide your members with accurate information and help them achieve their goals. One way to do that is by signing up for IHRSA's *Health E-Review*, a biweekly publication that provides IHRSA members with a summary of the latest research on the health benefits of exercise. To subscribe, log on to [ihrsa.org/subscriptions](http://ihrsa.org/subscriptions). —



David Allison, Ph.D.

### Short Takes | **Dieting for Dollars Could Make Sense for Clubs**

**Weight-loss "betting" sites** are cropping up all over the Internet, offering financial rewards to optimistic dieters, and, conceivably, a new way for clubs to attract and retain members.

The viability of the concept is supported by a recent Mayo Clinic study, which found that "sustained weight loss can be achieved by financial incentives," and that monetary motivation "can improve results, and improve compliance."

In such programs, participants basically wager a certain sum—from pennies to dollars per day—that they'll reach a certain weight-loss goal by a certain date, and, if they do, the "winners" share the money in the collective pool.

"We see ourselves leading a revolution that we call social dieting," explains Jamie Rosen, the founder and CEO of DietBet. "We help people lose weight together, which adds accountability, increases motivation, and makes the whole process more fun."

Club operators can create their own "betting parlors" in just a few minutes through sites such as DietBet, with customized offers that can be marketed to prospects and members. —

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## Gallup-Healthways Well-Being Index: Hawaii is the most healthy state, and West Virginia the least healthy

**H**awaii has much more going for it than orchids and beautiful beaches—though those aren't bad. Apparently, it really is a paradise in terms of well-being. For the fourth year in a row, the 50th state has topped the list as the healthiest



in the U.S., as measured by the Gallup-Healthways Well-Being Index. Hawaii residents had a score of 71.1 in 2012—up from 70.2 in 2011.

Colorado (69.7), Minnesota (68.9), Utah (68.8), and Vermont (68.6) also made the list of the top five states with the highest well-being scores last year.

And the lowest?

West Virginia had that rather dubious distinction; its residents had the lowest score, also for the fourth year in a row, of 61.3 in

2012—slightly *lower* than the 62.3 it had scored in 2011.

Arkansas (64.1), Tennessee (64.0), Mississippi (63.6), and Kentucky (62.7) had the four other lowest well-being scores in the country.

Gallup says that the Western and Midwestern states earned seven of the 10 highest overall well-being scores, while New England states held the other three spots. The Southern states had the six lowest well-being scores, and eight Southern states were among the 10 lowest.

This regional pattern in well-being has remained consistent over the past five years.

Data from the states was accumulated via daily surveys conducted between January and December of 2012, and included interviews with more than 350,000 Americans nationwide, and at least 1,000 residents in each state except Alaska and Hawaii. The Gallup-Healthways Well-Being Index analyzes more than 50 different well-being factors, and is calculated on a scale of 0 to 100, with a score of 100 representing ideal well-being. —



### Short Takes | **Las Vegas Club 'Shines' with Cirque du Soleil Trainers**

**Its mission** to provide “a fun and accessible workout regimen with a core focus on the natural gifts and abilities of the human body” recently earned Shine Alternative Fitness, a Las Vegas club, a spot on *SHAPE* magazine’s list of the “Coolest Clubs in America.”



**Shine-ing with antigravity yoga**

This unique facility was founded by Cirque du Soleil performers Dima Shine and Russ Petroni, and is staffed by a roster of equally imaginative and skilled instructors. The studio offers an eclectic mix of classes that integrate flexibility, conditioning, strength, creative movement, and physical exercise routines. Its offerings include, among other things, dance—from ballet, to hip hop, to Zumba—X-treme Boxing, Stretch and Yoga, and specialized instruction in gyrokinesis, pole fitness, and antigravity yoga.

Professional performers frequent Shine to hone their skills with master instructors, but the club’s “personal enrichment fitness experience” has also attracted a loyal following among folks of all ages and fitness levels—from expectant moms, to college students, to active seniors. —



### Short Takes | **Poll Identifies Reasons Many Children Are Overweight**

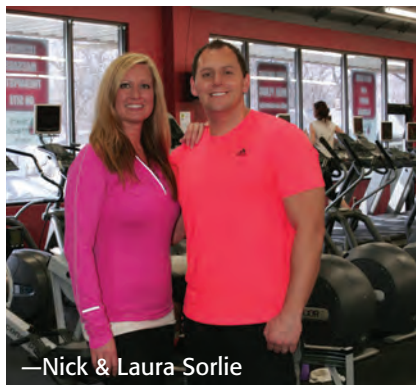
**Despite recent indications** that obesity among children may be waning, one in three American kids remains overweight or obese. To learn why, National Public Radio (NPR), the Robert Wood Johnson Foundation, and the Harvard School of Public Health conducted a poll that focused on the challenges families face during “crunch time,” between 3:00 p.m. and bedtime on school days.

Some of the many obstacles the parents listed that interfered with their efforts to inculcate healthy lifestyle habits included: little control over snacking away from home; budget constraints; the cutting of public school P.E. programs; few places for children to play outside; the expense and time demands of after-school activities, such as soccer or gymnastics; and their own schedules.

The good news is that more than 75% of the kids live with parents who agreed that they need to maintain or achieve a healthy weight. —

# CASE STUDY: FITNESS ON DEMAND

In 2012, club owners Nick and Laura Sorlie were searching for ways to optimize their group fitness programming. Like many operators, Ultimate Fitness spent thousands of dollars each month to provide a limited amount of class options.



## Stats

Facility: Ultimate Fitness

Owners: Nick & Laura Sorlie

Locations: Sioux City, IA, Sergeant Bluff, IA, and Beresford, SD

Opened: 2003



## The Problem

Struggling with low-turnout classes and instructor payroll that was “through the roof,” the Sorlies were looking for ways to optimize their group fitness program. “We were paying instructors to lead classes for only two to three people at a time.”

## The Solution

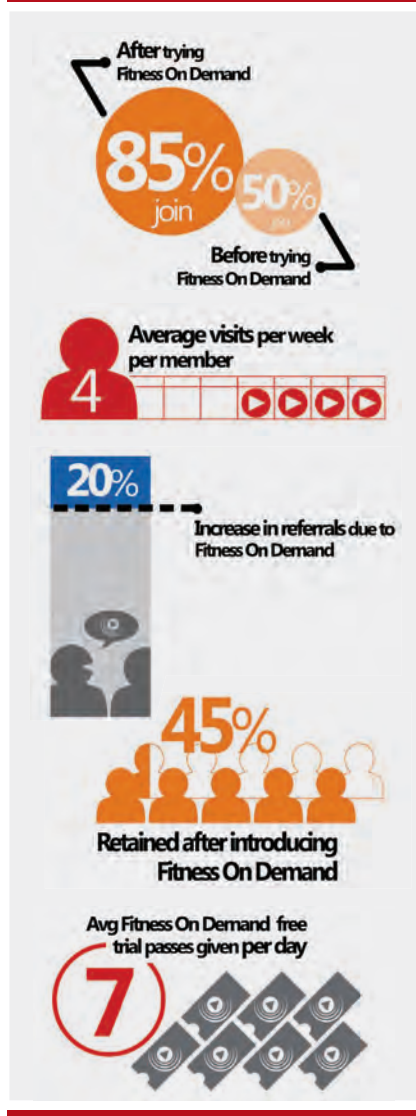
They made the decision to add Fitness On Demand to each of their three locations as a way to reduce operating expenses and strengthen their group fitness offerings. “We were spending over \$1,000 per month on our group fitness program before, and had limited classes available,” Sorlie stated.

## The Result

Fitness On Demand has revitalized the group fitness program at Ultimate Fitness. “We’ve seen the spectrum of people involved in group fitness broaden. Before Fitness On Demand, men seldom participated in live classes, and now we have groups of men coming in to use the system. Also, our members really like the variety of classes and the fact that it’s available 24 hours a day. The flexibility is a real selling point.” Fitness On Demand has converted a frequently vacant studio into a comprehensive group fitness hub. “It’s the best investment we’ve made.”

## Key Takeaways

- Added flexibility and programming has translated to more sales
- Group fitness participation has increased
- Fitness On Demand has enabled program growth while operating expenses have decreased



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## Fitness Technology Continues to Proliferate

One of the hottest trends in the health and fitness technology sector is the continued development of wearable devices that measure, well, just about everything. Tracking factors from physical activity, to calories burned, to quality of sleep, they're then able to transfer that information to an app or Web dashboard, where users can view their personal progress, set new goals, and share results within a larger social network.

Consumers regard these devices as a simple and affordable way to motivate themselves, increasing their exercise adherence, and analysts at Forrester Research expect usage to increase from the low single-digit million to 10 million by the end of this year.

Ricky Engelberg, the experience director of digital sport at Nike, attributes the success of these devices—such as the Nike+ FuelBand—to the social interaction they afford. “People have always wanted motivation to be active, and now that same feeling of being on a team or training for your first 10K can happen daily through socially enabled, connected experiences like Nike+,” he says. —



iriver ON Bluetooth headset provides biometric feedback

## IHRSA Index Reflects Improved Performance

Club metrics up for fourth quarter and full year of 2012

For the third consecutive time, the financial performance of commercial health clubs in the U.S. has improved, according to the latest IHRSA Index. The Index results for the quarter and the year ending December 31, 2012, were released in late March, and reflect advances on most metric fronts.

For the fourth quarter of '12, total revenue was 6.4% higher than in 4Q '11. Membership dues revenue was up by 4.9%, and nondues revenue by 9.6%. Earnings before interest, taxes, depreciation, amortization, and rent (EBITDAR) showed a 5.8% gain.

For 2012, the greatest increases were in nondues revenue, which grew 9.6% year-to-year, and EBITDAR, which increased 10.3%. Other positive moves included total revenue, up 8.1%; membership dues revenue, up 6.7%; and total membership accounts, up 2.9%. Same-store clubs increased their total revenue, membership dues revenue, and nondues revenue. (For the complete results, visit the Media Center at [ihrsa.org](http://ihrsa.org).)

### Survey Results for the Full Year 2012 Company Analysis

	Mean	Median	Percent Change (mean)	Company Percent Change (median)
Total Revenue	\$157.3 million	\$32.2 million	8.1%	4.5%
Total Membership Dues	\$111.3 million	\$22 million	6.7%	3.6%
Total Nondues Revenue	\$44.2 million	\$10.2 million	9.6%	7.1%
Same-Store Sales Revenue	\$52.8 million	\$26.2 million	2.9%	2.3%
Same-Store Membership/Dues Revenue	\$37 million	\$18.2 million	2.5%	1.3%
Same-Store Nondues Revenue	\$15.7 million	\$7.4 million	3.6%	4.2%
EBITDAR	\$56.1 million	\$7.3 million	10.3%	11.1%

“This data indicates that the sample of leading club companies in the Index are attracting members, winning over consumers with nondues offerings, and closely managing their

expenses,” observes Melissa Rodriguez, IHRSA’s manager of research. “Remarkably, the Index has been posting better key metrics in recent years, despite the sluggish economy.” —

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CEO David "Patch"  
Patchell-Evans

## GoodLife Acquires 13 **Extreme Fitness** Locations

Chain now has more than 300 units serving over 877,000 members

**D**avid "Patch" Patchell-Evans, the founder and CEO of GoodLife Fitness, the London, Ontario-based chain, recognizes an opportunity when he sees it, and, in April, he pounced on yet another one. GoodLife Fitness finalized its acquisition of 13 franchised Extreme Fitness locations, bringing GoodLife's holdings to more than 300 units, serving over 877,000 members, across Canada.

Appreciating the benefits offered by consolidation, Patchell-Evans has been expanding his company's reach by acquiring financially challenged, but potentially profitable rivals such as Extreme Fitness, which was plagued with debt. Similarly, in 2012, he purchased four locations from Premier Fitness, another troubled franchise.

Patchell-Evans says the Extreme Fitness facilities will be transitioned to the GoodLife brand over the next 12 months. The signage will be changed nearly immediately, and renovations and upgrades will take place over a three- to 12-month period.

He notes that most of Extreme Fitness' employees were rehired in similar jobs with GoodLife, and, because the two brands had similar membership structures, the changeover should go smoothly.

"The benefit of being larger is that we can invest in infrastructure," he points out. "At the same time, we try to act like we're small. It's about looking after one person at a time." —

## NordicTrack Champion Passes at 77

→ **In late February**, Charles M. Leighton, the cofounder of the CML Group, the miniconglomerate responsible for the dramatic success of the NordicTrack exercise machine during the 1980s and early 1990s, died of heart failure at the Lahey Clinic in Burlington, Massachusetts; he was 77.

The NordicTrack cross-country ski simulator was invented by engineer Edward Pauls in the mid-70s, and gave birth to



Charles M.  
Leighton

PSI NordicTrack, Inc., which was acquired by the CML Group in 1986 for \$24 million. The company subsequently introduced new fitness products, and, by 1993, had annual sales of \$378 million.

The CML Group also invested in Smith & Hawken, the Nature Company, and the Boston Whaler sports boats.

Increased competition and a changing market led to significant sales declines of NordicTrack products in the mid-90s, and, in 1998, the CML Group declared bankruptcy.

An avid sailor, Leighton's participation in sailboat racing spanned five decades. A past commodore of the New York Yacht Club (NYYC), he chaired the Young America syndicate, the NYYC's entry in the 2000 America's Cup competition, and served as executive director of U.S. Sailing, the sport's national governing body, from 2005 to 2010. —



### Short Takes | **Wahlberg to Produce Budget Clubs**

Actor Mark Wahlberg wants to join the fight against obesity in the U.S. by launching a chain of low-cost gyms in inner cities. The exercise enthusiast and star of a new action comedy about personal trainers, *Pain & Gain*, Wahlberg wants to make fitness available to people regardless of their income level. —



Mark  
Wahlberg



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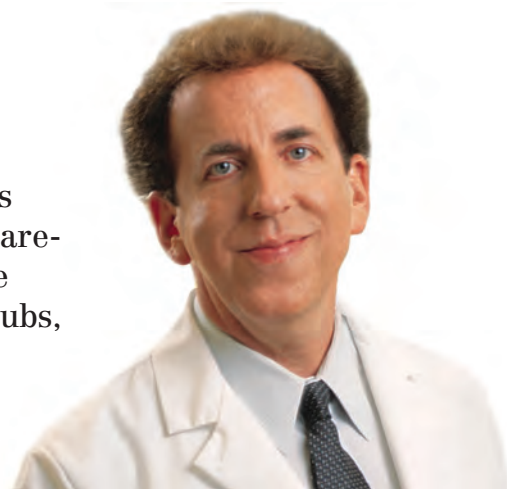


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# Dean Ornish, M.D.

**Q** Please describe The Spectrum and Dr. Ornish's Program for Reversing Heart Disease, a Medicare-approved treatment. Why is now the right time for these programs? What are the implications for clubs, and how can they become involved?



In 1984, Dean Ornish, M.D., a clinical professor of medicine at the University of California, San Francisco, founded the nonprofit Preventive Medicine Research Institute (PMRI) in Sausalito, California, which studies the effects of diet and lifestyle choices on health and disease. In 2008, he launched The Spectrum, a program that encourages changes in diet, exercise, stress management, and group support to improve general health, and published a *New York Times* best-selling book of the same name. In 2010, his groundbreaking, comprehensive lifestyle-related treatment, Dr. Ornish's Program for Reversing Heart Disease, won approval for Medicare coverage.

.org

For more information on the work of Dean Ornish, M.D., please log on to [pmri.org](http://pmri.org).

“The Spectrum calls for making changes in the four elements of lifestyle—diet, the response to stress, physical activity, and love and support. We selected that name because these changes can cover the full spectrum—from simple adjustments that will make a difference in a person's daily life, to a comprehensive program that can reverse or prevent disease.

The regimen is based on one of the research findings, a result that surprised me in all of our studies. We discovered that the more people changed their lifestyle habits, the more they improved their health. I thought that the younger patients who had less severe medical conditions would do better, but I was wrong. We found that it wasn't how old or how sick individuals were; the primary determinant of improvement was how much they changed their lifestyle—at any age.

In addition, we've published randomized trials showing that comprehensive lifestyle changes, such as those called for by my Program for Reversing Heart Disease—low-fat, whole-food nutrition; stress management; monitored fitness; and group support—can stop or reverse the progression of even severe illnesses, such as heart disease, early-stage prostate cancer, type-2 diabetes, and others.

What's most exciting is that our research indicates that when you change your diet and lifestyle, it even changes your *genes*—in effect, turning on the good genes that protect you, and turning off the genes that promote inflammation and a variety of diseases.

What makes The Spectrum especially useful and effective for many people is that it's not an “all or nothing” proposition; what matters most is your

overall way of living. If you indulge one day, it doesn't mean you've failed—just eat healthier the next day. If you don't have time to exercise one day, do a little more the next. If you don't have time to meditate for half an hour, do it for a minute. The more you change, the more you improve.

Now, I think there's a convergence of forces that make this the right idea at the right time. The limitations of drugs and surgery are clear, and healthcare costs are becoming unsustainable. Currently, in the U.S., three-quarters of the \$2.8 trillion in healthcare costs are spent on chronic diseases that can be largely prevented, or even reversed, by changing diet and lifestyle.

As a result, there's a renewed interest in people taking control of the lifestyle choices they make daily—what they eat, how they respond to stress, how much they exercise, whether or not they smoke, and how much love and intimacy they have in their lives. These choices make a dramatic difference in our health, well-being, and survival.

There's also a growing interest in integrative approaches. Medicare is now covering Dr. Ornish's Program for Reversing Heart Disease in any hospital, clinic, or doctor's office that we train and certify; and some physicians are partnering with health clubs to incorporate these facilities in their efforts. In addition, clubs can pursue partnerships with hospitals, clinics, or physicians to introduce the Ornish program to members. And, if they're trained and certified, they can receive Medicare reimbursement—for the first time.

Clubs also need to understand that the real epidemic is loneliness, depression, and isolation. They have the chance to create a sense of community that's truly healing.” —



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## Club Openings

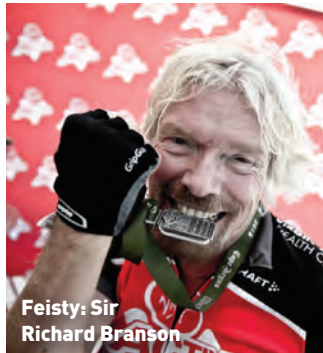
### Branson's new club sets benchmark for Virgin Active SA

The construction of a health club in Sandton, South Africa, scheduled to open in August, represents a healthy investment by Virgin Active that will set a new standard for clubs in that country.

The club—the company's 108th in South Africa—will include a wellness suite with doctors, dietitians, and physiotherapists; a state-of-the-art cafe; and a spa. With a focus on business executives, it is “designed to offer a space away from work, but with networking facilities, conference areas, and breakaway rooms,” according to Managing Director Ross Faragher-Thomas. A rooftop training area will provide “a safe outdoor space to train,” and membership will be capped at 4,000.

In March, Virgin's founder Sir Richard Branson said the club is being built in honor of South Africa's former president, Nelson Mandela, who contacted him some years ago, seeking his help in improving the country's health clubs.

During that visit, Branson also participated in the Cape Argus Pick N Pay Cycle Tour—the world's longest individually timed cycle race—to raise money for Virgin Unite, which supports and encourages entrepreneurs to grow and expand their businesses to create jobs in the country, and the JAG Foundation, an organization that uses sport as a catalyst to teach children to engage in physical activity and learn its values. —



Feisty: Sir Richard Branson

Kolesky/Nikon/Levar

### 24 Hour Fitness opens new club; teams up with the Globetrotters

It's been a busy spring for 24 Hour Fitness Worldwide, Inc. In March, the company opened a new club, 24 Hour Fitness Fremont Super-Sport, in Fremont, California, complete with a ribbon-cutting ceremony during which Fremont Mayor Bill Harrison proclaimed “Healthy Fremont Day” in honor of the grand opening. The club spans more than 44,600 square feet and features an array of fitness amenities, equipment, and services, supported by more than 80 team members.

Also in March, the company announced the expansion of its partnership with the Harlem Globetrotters, who will offer their Summer Skills Clinics—the only clinics coached by Globetrotters stars—to more families across the country this year.

Following a successful 11-market pilot program last year, the Globetrotters will conduct these clinics for boys and girls ages 6 to 12 of all skill levels. They'll be held at 24 Hour Fitness locations in 18 markets from New Jersey and Washington, D.C., to Nebraska and California. Along with basketball basics, the Globetrotters program offers motivational talks, including highlights from their new community outreach program, The ABCs of Bullying Prevention.

“As a company committed to improving lives through fitness, 24 Hour Fitness is pleased to once again partner with the Harlem Globetrotters and host Summer Skills Clinics to encourage physical activity, sports participation, and character development among youth,” says Randy Drake, senior vice president of business development for 24 Hour Fitness, which is headquartered in San Ramon, California. —



Harlem Globetrotter ‘Slick’ Willie Shaw, r.

Harlem Globetrotters International, Inc.

## Public Service

### More proof: AEDs save lives

Although the requirements for having automated external defibrillators (AEDs) on-site in health and fitness clubs vary from state to state, and around the world, the bottom line is that these devices save lives every day.

In New York, for example, state law mandates having AEDs on the premises, yet employees aren't required to use them. Fortunately, at the Midtown Athletic Club in Rochester, manager Bob McKernan makes sure that every employee is properly trained to operate them. “It would never come into our mind ... not to put one to use,” he says. So when a client went into cardiac arrest in February, employees leaped into action and saved the man's life.

Several days later, at the 24 Hour Fitness in Costa Mesa, California—where AEDs and trained staff are required in clubs—employees Josh Graves and Isaiah Nixon, aided by a club member, saved the life of a 67-year-old client who suffered cardiac arrest. They performed CPR, in combination with the AED, until firefighters arrived.

In the U.K., where there's no legal requirement for fitness clubs to have AEDs on site, the health and safety team at David Lloyd Leisure insists on having them, with fully trained staff, at each of their clubs. “AEDs have become so affordable, and the response element is something which is really easy for a health club to do,” notes safety expert Caleb Brown.

That policy has paid off; since 1999, more than 100 lives have been saved in David Lloyd Leisure facilities. —



Midtown employees Kara Calabro, l., and Dina Smock, with AED



## Special Events

### Cooper marks 45th anniversary for *Aerobics*

In 1968, Kenneth H. Cooper, M.D., M.P.H., published *Aerobics*, which has since been printed in 41 languages (including Braille) and has sold more than 30 million copies.

In the ensuing 45 years, the book has had quite an impact; the term Cooper coined gradually found its way into the lexicon, as well as the culture.

"When I first published *Aerobics*, people could hardly pronounce it, let alone understand that this funny word and fitness concept would change lives and lay the foundation for achieving good health," he notes. "Now it's universally known that exercise can improve both the quantity and quality of life. With obesity and diabetes rates on the rise, aerobic exercise is more important than ever."

Now 82, the founder and chairman of the Cooper Institute complex in Dallas has seen his quest to "quantify the amount of healthy and harmful levels of exercise" spark a worldwide fitness movement. And the benefits of aerobics, known today as cardiovascular exercise, are helping to lower skyrocketing healthcare costs. —



Dr. Kenneth Cooper, L., and his son, Dr. Tyler Cooper

## Personnel Moves

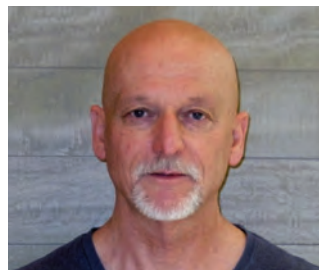


### Wilchinski joins MAC Harbor East

→ Kelly Wilchinski is the new director of fitness and personal training for the Maryland Athletic Club & Wellness Center (MAC) at its Harbor East location in Baltimore.

In this role, she is responsible for hiring trainers and fitness staff, as well as for helping members connect with the trainer that is best suited to them.

Wilchinski, who holds a degree in exercise science from Salisbury University in Salisbury, Maryland, joins the MAC after almost nine years at Merritt Athletic Clubs, which are also located in the Greater Baltimore area, where she advanced from personal trainer to personal training manager. —



### Dossche is World Gym's new development partner

→ Gentil Dossche, who has owned and operated a number of fitness centers during his 30-year career, will now lend that expertise to World Gym International, LLC (WGI), based in Los Angeles. He's now its development partner for Germany, Switzerland, Austria, and Belgium, and will have the exclusive right to recruit and qualify all World Gym franchisees in those countries.

Dossche will provide the initial and on-going training, operational support, and business guidance for new franchisees, says Keith Albright, franchise development director for WGI. "Gentil's experience will benefit every franchisee in his territory," he says. —

## Programs



BalanceDiet consultant Jessica Trainor, r., with client

### elements' BalanceDiet underlies successful corporate wellness program

BorgWarner has learned that giving employees a little help with maintaining a healthy diet can go a long way toward lowering health insurance costs.

Health claims from employees at the company's automotive parts plant in Longview, Texas, have dropped 27% since the company began offering BalanceDiet, a program that combines lifestyle-coaching sessions with an online diet portal to provide clients with a personalized weight-loss program. It is offered by elements, the women-only fitness and lifestyle chain based in Miami.

"We do health, wellness, and weight management sessions on a weekly basis at the plant with the employees," says Lisa Nobles, director of BalanceDiet in Longview. "We work on core nutrition and lifestyle changes, with weight loss being one of the results they all appreciate."

But that's just one advantage of the program. BorgWarner's Human Resource Manager Shellye Clodfelter says that, until a mid-winter outbreak of flu-like symptoms kept some people out of work for several days, absenteeism due to health issues had been almost non-existent. "Our health claims are down from an average of \$11,200 per employee in 2011 to an average of \$8,000 in 2012."

She adds, "Our employees have really become engaged in the program. They love it." —

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Stunning strength:  
Marlen Esparza

# Marlen Esparza

This young boxer's commitment, persistence, and skills have propelled her to the ultimate ring—the London Olympics—a 'first' for women

By Jim Schmaltz

**CBI:** You started boxing—very unusual for a girl—when you were just 12 years old. What made you choose the sport in the first place? Who influenced you, and how did you get started?

**MARLEN ESPARZA:** I've been around boxing for as long as I can remember. My dad never boxed, but he was a huge fan. When he got home from work, we'd watch all of these old boxing tapes that he'd bought—we watched them excessively. Then he let me start boxing, and it's been *my* thing ever since. In a sense, I feel that I was born to do this.

**CBI:** IHRSA club members sometimes have fitness goals that others don't understand or believe can be attained. What barriers did you face? Did people try to talk you out of boxing? If so, how did you handle it?

**ME:** Yes, some did try to discourage me. When I began, my aunt didn't think it was a good idea, and some people in the boxing gym didn't like having me there either. When my coach started teaching me how to punch and began using me for sparring, a lot of the guys weren't happy. And, when I was 14, someone's dad told me that, if I kept hanging around the gym, I'd probably meet the wrong guy and wind up pregnant—to this day, I can't believe that! So, I had to protect myself and my goal and just keep at it. Boxing came to me naturally, and, once I started winning, everyone accepted me.

**CBI:** Did you have to get over your fear of being hit in the face? Is that a common concern when embarking on a boxing career?

**ME:** Well, for starters, you're not a normal person if you like to box—period. But if it's something that you want to do, you understand that you're going to get hit in the face, and you're already getting used to the idea. If, during the first six months, you can get over the experience of being punched and how it feels—then it's not so bad.

**CBI:** Do you work out at boxing gyms or health clubs?

**ME:** Generally, it's boxing gyms. However, if I need to do some running inside, then I'll use a gym. But I'm not a member of any fitness center because, in my case, I'm usually just boxing.

**CBI:** How did you handle the pressure of competing in the Olympics? What can health club members who want to compete in fitness events learn from your experience?

**ME:** With any situation like that, you have to keep concentrating on the basics. You've got to keep it simple. When you start thinking, "Oh, my God, I've got these sponsors. →

## Highlights

- » A boxing prodigy
- » London Olympics "first"
- » Hispanic health concerns
- » A girl who fights like a man

**Marlen Esparza, 23,** a native of Houston, Texas, made history at the Games of the XXX Olympiad in London last year when she became the first American female to qualify in boxing during the first year of the sport's eligibility. She also was the first American to medal in women's boxing, capturing the bronze in the flyweight class. Determined to maintain her amateur status, Esparza plans to go for the gold again at the 2016 Games in Rio de Janeiro. Her trainers praise her exceptional work ethic as a model for all fighters. Esparza's fortunate combination of beauty and brawn has led to endorsement deals with advertisers such as Nike, McDonald's, and Cover Girl. The 5'3", 112-pound fighter is a favorite among Hispanics—and all women—for her athleticism, toughness, and femininity. —I



I'm the first girl! Everyone's watching me! I'm all over TV!"—then it can get ugly. So, No. 1, I had to keep it simple; and No. 2, I had to get comfortable with being uncomfortable. I was uncomfortable about 90% of the time, but I had to embrace it.

**nonetheless—with a bronze medal. How did that feel?**

**ME:** It was huge! But the thing I remember most vividly is being the first female boxer to qualify for the London Games. Two of the other girls who went with me

I'm grateful for the things I've accomplished, and taking the bronze was a big honor.

**CBI: Has your success helped increase the popularity of women's boxing? And do you plan to stick with it?**

**ME:** Yes. I think, right now, that boxing is my job. I've had all this stuff happen to me, and then—boom!—I'm the face of women's boxing. You get so much attention. I've talked to so many kids and so many athletes. If I'd won a gold medal in London, I was actually going to stop boxing, but, then, I thought, "For what? I love what I'm doing." This is what I do, and it's something that I was meant to keep on doing. I think God wants me to continue boxing.

**CBI: Your goal in London was, obviously, to win a gold medal, but you made history**

didn't get that far. I didn't quite reach the goal that I wanted, which is, and always has been, to win the gold. But

**CBI: Do lots of girls and young women ask how to get started?**

"The thing I remember most vividly is being the first female boxer to qualify for the London Games. ... I didn't quite reach the goal I wanted, which was, and always has been, to win the gold. But I'm grateful for the things I've accomplished."



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**Is there a growing interest? Is the sport changing for women, and, if so, how?**

**ME:** Yes, they do all of the time. Some of them say, "Hey, I just saw you boxing. I want to start, but my dad doesn't like it. What should I tell him?" Today, I see little girls starting young. If these girls—10, 11 years old—start now, in 10 years they're going to be quite good. A lot of people paid attention to me when I was young, and I think the fact that these girls are being encouraged now is helping them. I think that's going to change the sport, and it's a beautiful thing.

**CBI: Do you feel any pressure to serve as a representative of the Hispanic community?**

**ME:** I think of it more as an honor than as pressure. I am who I am, and I embrace that. I try to be a good role model, but I'm simply being the person that I want to be.

**CBI: The Hispanic population in the U.S. is dealing, disproportionately, with a wide range of medical problems, including diabetes and obesity. Does this concern you? What are your thoughts on the matter?**

**ME:** The way Americans, especially Hispanics, handle food and fitness, in general, isn't good. The way we eat is horrible, particularly when it comes to the portions. You should eat what you want, but not excessively. ... A lot of us in the Hispanic community have grown up really sheltered. You do what you're told, and everybody has their role—taking care of the house, or whatever. I feel as though I'm helping to open up that vista. A lot of Hispanics, both male and female, like what I'm doing—that I'm breaking the mold. They can observe my life, and then take it themselves from there.



Esparza sports Olympic bronze

**CBI: What's your advice to the club industry and other health-care professionals about how to motivate young people and adults to eat better and be more active?**

**ME:** First, you have to show people what they can be and what they're missing

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out on. If they don't have any enthusiasm, any ambition to do something different, then they won't. They shouldn't try to participate in some activity that they really don't like.

People think, "I've got to run and lift weights, do the traditional things to get in shape," and that's not the case at all. If they don't like running, then they shouldn't try to run three miles. If they don't enjoy lifting weights, then they

shouldn't lift weights. There are so many other things—swimming, biking, walking the dog—they can do instead of the things that they're "supposed" to do. If they enjoy their workout, they're going to see results.

**CBI: Many celebrity athletes have special causes that they endorse. What are yours, and why have you chosen them, specifically?**

**ME:** I support the Boys & Girls Clubs, the Humane Society, and Big Brothers and Sisters, and I encourage my sponsors to contribute to the Boys & Girls Clubs and to People for the Ethical Treatment of Animals (PETA). I work a lot with any group that has to do with kids and animals. Children are really important to me; I'd actually like to be a child psychiatrist when I get older. I also do a lot of meet-and-greets, not so much with elementary school kids, but at the junior high and high school levels.

**CBI: When you go to the Boys & Girls Clubs, what are some of the things that youngsters ask you about? What piques their curiosity?**

**ME:** They want to talk about the Olympics—what it felt like to be there. They also want to know how I got started boxing, what motivates me, and how they can motivate themselves. I tell them that it's all about doing what you love. I was lucky to discover what I loved early on. It's been said that, if you do what you love, then you'll never work a day in your life. I advise kids, all the time, to try a lot of different things.

**CBI: I've talked to people who've watched you perform in the ring and they say, "She's hard." And then they see you all dressed up, and they say, "Hey, she's hot." Do you enjoy the dichotomy?**

**ME:** I wouldn't want it any other way. I appreciate the fact that people think I'm attractive because it helps call attention to the sport. They say, "You fight? You're so girly." I'm girly, but not in the ring. I like dresses, I like styled hair, I like makeup, I like eyelashes, and I like high heels, though I can barely walk in them. I want to have a family and do all of those other female things—beyond boxing. I try to fight in as masculine a way as possible, but when I get out of the ring, I'm a girl. When a girl looks like a girl, but fights like a guy, it expands people's minds. →

— Jim Schmaltz,  
jschmaltz@healthclubs.com



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A woman with short brown hair and glasses is shown in profile, wearing a pink tank top and boxing gloves. She is in a boxing stance, with her right arm extended forward. The background is blurred, showing other people in a gym setting.

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# The Biggest Winner!

The industry came out on top at  
**IHRSA 2013** in Las Vegas

**T**hey traveled by air, rail, and auto by the thousands—more than 11,800 people to be exact—to Las Vegas, a city known worldwide for its dazzling lights and nonstop action, for IHRSA's 32nd Annual International Convention and Trade Show, held in March at the Mandalay Bay Resort and Casino.

They came from 80 countries around the globe, making this event the largest and most prestigious gathering of its kind in the U.S.—as it has been for decades.

They were hardly disappointed—these fitness experts; healthcare professionals; club owners, operators, managers, and staff; developers, investors, and consultants; journalists and students; and representatives from 353 companies that exhibited their products and services on the sold-out trade show floor.

They attended the keynote presentations, more than 150 educational offerings, and the new, fast-paced IGNITE! sessions, which gave speakers just 15 seconds to explain each of 20 slides to make an important and instructive point.

Attendees learned from and shared best practices with one another. They absorbed inspiring words about the power of optimism, the value of social networking, the way to create peak member experiences, and the strength of the global industry. They learned about the public-policy issues that can help or hurt clubs and, in turn, their members, families, friends, and fellow citizens.

They laughed, networked, made deals, dined well, worked out hard, slept little, walked for miles, talked for hours, and, in the process, extended the boundaries of their experience and knowledge.

They grew as individuals ... and, in the process, had a lot of fun.

They themselves were inspiring. Nearly 1,000 cheered on Augie Nieto, the cofounder of Life Fitness and chairman of Octane Fitness, in his battle against ALS at the Viva Las Vegas Bash. In all, Augie's Quest raised \$1,633,997 at the convention, and, during the Bash, the audience watched Nieto, a victim of ALS, perform 20 leg presses with 100 pounds.

The IHRSA 2013 attendees acknowledged other industry heroes as well—a leader, friend, and consultant with a lifetime of dedicated service to the industry; a strong and promising female leader who's already made a significant difference; a couple who have given their hearts and souls to their club and local community; and the cofounder of a company that's developed one of the most exciting exercise concepts ever (see "Industry Leaders Honored at IHRSA '13," April *CBI*, pg. 18).

Those who attended the convention and trade show will surely want to reflect upon it ... and those who didn't will certainly want to hear more about it. For all, we present this preliminary, photographic walk-through suggesting what it was like. In August, we'll provide a full, in-depth report.

Even as we continue to savor the success of IHRSA '13, plans are already being laid for IHRSA 2014, which will be held March 12-15, 2014, in San Diego, California. —



A small part of the 11,800  
IHRSA 2013 participants



## The Biggest Winner!



Lifetime Achievement Award Winner  
Rick Caro, L., IHRSA's Joe Moore



Keynote presenter Bert Jacobs,  
cofounder of Life is good



Julie Main Woman Leader Scholarship  
winner Radka Dopitova Willson; IHRSA  
Chairperson Bill McBride



Precor staged a pretty challenging  
circuit-workout demonstration



Xercise Lab hosted a twilight H2O  
Lab session in the Mandalay Bay's  
outdoor lagoon pool





Proven products and services blanketed the trade show floor



A KO demo: the Star Trac Boxmaster



Joie de Vivre Hotel founder and keynote speaker Chip Conley



Connection congestion in the hallways





Featured speaker Peter Sheahan, the founder and CEO of ChangeLabs



Quartet: from L., Carla Oliveira, Pedro and Constance Ruiz, of VivaFit/VivaSlim; and Jay Ablondi, of IHRSA







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The Franco's Athletic Club team: winners of the Outstanding Community Service Award



The Zumbathon raised more than \$200,000 for Augie's Quest





Listening up at the Latin American Forum



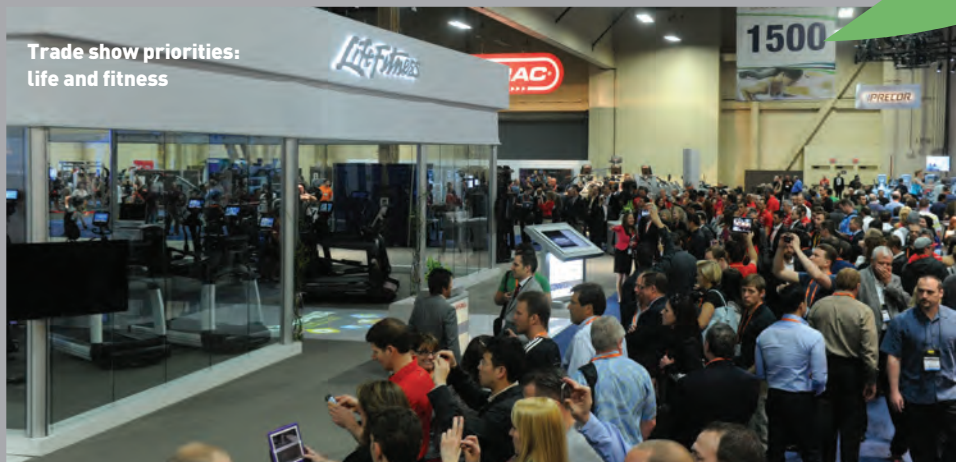
CEO Rasmus Ingerslev explains his Wexer Virtual digital group-exercise system



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# Small, Sustainable, and **Wired**



The Member Experience Lounge at  
the Sports Club/LA Chestnut Hill





## Sports Club/LA's newest location boasts the **latest technology**

By Liane Cassavoy

### Quick: When you think of Sports Club/LA, what comes to mind?

If you answered “A high-end health club, offering top-of-the-line equipment, cutting-edge group exercise classes, and luxurious facilities”—then you’ve obviously done your homework.

Since it opened the doors of its first location in Los Angeles in 1979, the brand that would become Sports Club/LA has been known for the size of its facilities (120,000–150,000 square feet), the quality of its fitness amenities, and all of the luxurious extras that membership affords, which range from on-site spas and salons to valet parking and dry cleaning.

This preconceived notion of what a Sports Club/LA (SCLA) is all about is what makes the company’s newest site so interesting. It breaks the mold, throws open the window, and explores some fascinating new possibilities.

SCLA Chestnut Hill is the chain’s next-generation “Jewel Box,” a model designed to deliver the “essence” of SCLA, but in a smaller package. The first unit, located in Chestnut Hill, an affluent suburb just west of Boston, comes in at just 33,000 square feet. It’s no less regal than the six other properties owned and operated by the Boston-based Millennium Partners Sports Club Management, LLC (MPSCM), but its size imposes a few tradeoffs—you won’t, for instance, find a swimming pool or hairdresser here.

And yet SCLA Chestnut Hill also introduces a host of innovative advantages. Principal among them is its intelligent, sophisticated, and thoroughgoing use of technology. Interactive, passive, soft, hard, obvious, unobtrusive, stunning, and/or subtle—technology of every sort is being utilized and showcased here. This isn’t the SCLA of 1979, or of the ’80s, ’90s, or ’00s. This is the SCLA of today.

It may well be the most technologically advanced health club around.

“Cutting-edge technology and an environmentally friendly design are the two key concepts driving this club,” acknowledges Travis Murray, the general manager of the Chestnut Hill facility. “Smayra Million, the CEO of MPSCM, believes these concepts reflect the way that society, as a whole, is moving, and she’s made them the cornerstones of this exciting new facility.” →



## Small, Sustainable, and Wired

### A view of the future

SCLA Chestnut Hill, which opened officially just two months ago, is part of a real estate project so new that it hasn't yet been completed. The club is one of the anchor tenants of The Street Chestnut Hill, a retail and dining complex formerly known as the Chestnut Hill Shopping Center. The club now sits where a Bloomingdale's and a Macy's once stood.

Development of The Street is expected to continue throughout 2013 and beyond, as new shops, restaurants, and offices are added, but the construction outside doesn't detract at all from the atmosphere inside the Jewel Box. The club, in fact, is utilizing technology to document and capitalize on the project's progress. As you step through its doors, you're greeted by a big-screen TV showing a time-lapse video of the demolition of the original building and the construction of the new complex.

And that's just the beginning.

The high-tech touches continue as you enter, through the lobby, by simply scanning a code on your smartphone's screen. In the locker rooms, you can lounge in front of a flat-screen TV, or change into your workout gear and store your belongings in a locker secured by a digital lock.

Need to check in with someone before you start your workout?

Free Wi-Fi Internet access is available throughout the club, and, just in case you left your iPad at home, the SCLA Chestnut Hill has several available for members' use. They're tethered to a counter in the member lounge for those who'd like to check their e-mail, surf the Web, or check the SCLA's class schedule.

Young visitors can "plug in," as well. SCLA's childcare room features a wall-mounted Microsoft Surface touch-screen computer that children can use to play games while waiting for their parents to finish a workout.

Walking through the club, it's hard to miss the Member Experience Lounge, located between the men's and women's locker rooms. It features a 4K ultra-high-definition TV—the highest-detail display now available—which provides a picture that's comparable to what the human eye actually sees when viewing the world. With a resolution that's roughly four times as high as that of 1080p TVs—the current standard for HD TVs in the home—4K TVs are too expensive for most people to afford, but the members of SCLA Chestnut Hill can experience this TV of the future. The unit is used to display startlingly vivid, yet soothing, environmental scenes, such as a waterfall, the ocean, or a forest.

### The cutting edge of cycling

The sights are even more immersive in the club's indoor cycling studio, which boasts a panoramic IMAX screen previously available only in IMAX theaters. Visible from each of the 45 bikes in the room, the screen stretches across a significant portion of the front wall, conferring value that's both functional and entertaining.

Some instructors use it to display commercially made videos of actual outdoor bike routes, allowing the indoor riders to track the same route. Instructors also are encouraged to create their own rides, using GoPro cameras, which can be mounted on the handlebars of a standard bike to create videos of popular local routes, such as those along Boston's Charles River Reservation.

Murray notes that the club's instructors have been quick to adopt the IMAX and GoPro systems. "They're wonderful elements, something that our members really enjoy," he says. "Our clubs are known for offering five-star service, and this technology extends the promise of our brand to our cycling studio."

Other instructors use the screen to display oversized photos—often motivating shots of athletes working out—while, in a REV Zone class, it's used to view the heart rates of participants. This program, which employs the Polar Cardio GX system, requires cyclists to wear a heart-rate monitor, and allows them to track their results on the big screen. This provides a more personalized experience, as members work their way through different heart-rate zones to achieve their desired result. It also tends to make users accountable for their efforts in a public fashion, which is very motivating for some individuals.



A see-through fireplace soothes members



CEO  
Smaiyrá  
Million



As if the IMAX screen weren't enough, the cycling studio also has a one-of-a-kind, parabolic ceiling that's used to create special lighting effects. At a casual glance, it looks like a large piece of thick, tautly stretched fabric, but, combined with a projector, the disc-like structure can generate striking visual effects, e.g., a flashing strobe or a starry sky.

All of the elements in the room can be controlled from an iPad mounted next to the instructor's bike, which is connected to a server rack that's tucked away in a corner of the room. Murray notes that the rack, while similar to the audio equipment found in most group exercise studios, has slightly more hardware to power the visual extras. Instructors also can use the system to fill the room with music, whether it's stored on their iPod or a CD.

## The expanding exercise envelope

SCLA Chestnut Hill also is a showcase for the type of exercise equipment that delivers the "connectivity" that so many members are seeking these days and that a growing number of manufacturers are providing. The club's clients can choose from among the latest model Precor bicycles, elliptical trainers, treadmills, and Adaptive Motion Trainers (AMTs), which feature iPod/iPhone docks that allow users to charge their mobile devices while listening to their favorite playlists. Many of the units also feature Precor's Preva Internet-connected Personal Viewing Stations—15" touchscreens that permit exercisers to surf the Web or watch TV while they're working out.

The Preva equipment makes it possible for users to set weekly goals, based on calories burned, distance covered, or workout duration, and then track their progress. Goals can be set and monitored from any Web-enabled device or via Preva's mobile app. Users earn symbols reflecting their successful efforts—i.e., badges—as they achieve their goals.

A growing number of companies, including Life Fitness, Technogym, and Matrix Fitness, among others, now offer competing systems. For a complete list of them all, visit [ihrsabuyersguide.com](http://ihrsabuyersguide.com) or check out IHRSA's *Fitness Industry Technology (F.I.T)* at [ihrsa.org/fitdigital](http://ihrsa.org/fitdigital).

SCLA Chestnut Hill also offers treadmills with 22" monitors from Woodway USA, and a state-of-the-art, pneumatic, strength-training system from the Keiser Corporation.

Appreciating that members who are new to the club or who aren't quite so well "connected" may feel intimidated by all the technology, the club has taken appropriate, proactive steps. Individuals are offered two private training sessions when they join, and there's a trainer on the floor at all times who's ready to advise anyone who requires assistance—whether it's with the technology or their workout technique.

"You need to know your members and what they want," stresses Murray. "Every health club is a unique environment, and management needs to study its member population, find out who they are, and, then, address their needs and desires." In the case of SCLA Chestnut Hill, a luxury brand with an affluent and demanding clientele, that means, among other things, the best high-end equipment and the most rewarding accoutrements.

Today, the club is already at work adding even more high-tech touches—upgrading its mobile app, for instance, so that members can reserve bikes and book private training sessions.

"Few in the market can offer what we do," observes Murray. And apparently, SCLA aims to keep it that way. —I

—Liane Cassavoy, [laine.cassavoy@gmail.com](mailto:laine.cassavoy@gmail.com)

**"EVERY HEALTH CLUB IS A UNIQUE ENVIRONMENT, AND MANAGEMENT NEEDS TO STUDY ITS MEMBER POPULATION, FIND OUT WHO THEY ARE, AND, THEN, ADDRESS THEIR NEEDS AND DESIRES."**



The fitness industry has embraced the brave new world of *interactivity*. Club members enjoy a wide range of “connected” options, and managers utilize technology to oversee virtually every type of club operation. Just check out what the following IHRSA associate members have to offer.

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## ABC FINANCIAL SERVICES, INC.



ABC Financial is a leading software provider for the health and fitness industry. Launched in 1981, the company has helped to revolutionize software and payment processing for the industry with its DataTrak software. With innovative technology and unparalleled commitment to

its clients, ABC Financial has become the choice of over 4,200 health clubs throughout the U.S., Puerto Rico, and Canada.

**Contact:** 800-551-9733, [abcfinancial.com](http://abcfinancial.com). Please see our ad on page 21. —

## CSI SOFTWARE



CSI Software's SpectrumNG is a fully integrated, single-source solution for today's health and fitness club. Driven by advanced technology and decades of experience, SpectrumNG is a club's catalyst for managing bigger data, gaining customer insight, and optimizing its infrastructure. Clubs can

empower their entire staffs with state-of-the-art tools, they can engage more customers through online services, and they can secure their data across a trusted platform. With SpectrumNG, they'll discover a better way to schedule, bill, and grow their membership.

**Contact:** 800-247-3431, [csisoftwareusa.com](http://csisoftwareusa.com). Please see our ad on page 19. —

## NETPULSE, INC.



Netpulse helps clubs operators make sense of their fitness technology choices—while delivering

a powerful member experience—with just one platform, NetpulseOne. This digital fitness solution works with all cardio equipment, third-party tracking apps and devices, along with a mobile app and Web portal that captures all member data. NetpulseOne allows members to set goals, track their workouts, and compete in challenges via the Web and apps, using one ID across all major brands of cardio equipment.

**Contact:** 877-NETPULSE, [netpulse.com](http://netpulse.com). Please see our ad on page 31. —

## PARAMOUNT ACCEPTANCE



iClub Manage from Paramount Acceptance is a streamlined, comprehensive software suite that manages everything from the back office, to billing and payment processes, to the sales office. iClub Manage also handles new memberships, schedules amenities, manages leads, controls tanning beds, coordinates online sales, handles all aspects of a club's personal training program, manages the playroom, handles corporate membership sales, and generates any kind of report a club may need. Club operators can use iClub Manage to oversee virtually all facility operations.

**Contact:** 800-316-4444, [ParamountAcceptance.com](http://ParamountAcceptance.com). Please see our ad on page 71. —



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**Contact:** 855-520-7501, [fitnessonrequest.com](http://fitnessonrequest.com). Please see our ad on pages 34 and 35. —

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iGo Figure Member Management Software can save health clubs both time and money. Whether they make use of the online version or the locally installed software, it's easy for them to manage member data and recurring payments, employee compensation, POS transactions, and inventory. A powerful reporting system makes it easy for operators to understand their business' performance and run payroll. Scheduling, collections, and door access can also be managed with this software. A low monthly fee includes unlimited training and support, and a free introductory trial is offered! iGo Figure is a certified Microsoft Gold Independent Software Partner.

*Contact: 866-532-9588, [igofigure.com](http://igofigure.com). Please see our ad on page 64. —*

## PRECOR, INC.



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*Contact: 800-786-8404, [precor.com](http://precor.com). Please see our ad on page 13. —*

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MYZONE is a licensed software and cloud-based tracking system for health club members. It provides tools specifically designed to increase member motivation and exercise adherence, both key factors in member retention. Using MYZONE's

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*Contact: 312-870-4800, [myzone.org](http://myzone.org). Please see our ad on pages 2 and 3. —*



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## AFFILIATED ACCEPTANCE CORPORATION (AAC)

AAC is a full-service software, customer service, and billing company. Its club management software simplifies managing member activities, entering contracts, generating reports, and processing sales. Features include member check-in and attendance tracking, PT session tracking, class scheduling, employee time clock, point-of-sale and inventory, member management and contract entry, customizable member and facility reporting, and integrated billing services.

*Contact: 800-233-8483, [affiliated.org](http://affiliated.org). Please see our ad on page 60. —*



## TWIN OAKS SOFTWARE DEVELOPMENT, INC.

Twin Oaks Software offers several all-inclusive health club software packages that help to improve a club's bottom line, while delivering fully integrated billing and collections services. The fast, secure, state-of-the-art desktop and new and improved Web Based options are a good fit for most clubs. With Twin Oaks, club operators have the freedom to manage their clubs the way they've always imagined—seamlessly. Plus, Twin Oaks' support teams are at its headquarters, ready to assist with any questions.

*Contact: 866-278-6750, [healthclubsoftware.com](http://healthclubsoftware.com). Please see our ad on the Inside Back Cover. —*





## ASF INTERNATIONAL

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**Contact:** 800-227-3859, [asfinternational.com](http://asfinternational.com). Please see our ad on pages 6 and 7. ➔



## TECHNOGYM

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**Contact:** 800-804-0952, [technogym.com](http://technogym.com). Please see our ad on the French Cover and Back Cover. ➔

## FITNESS ON DEMAND



Fitness On Demand is one of the most cutting-edge ways to offer group fitness. Using this system, clubs can offer a variety of class options and specialty titles taught by first-class instructors any time that their members want via a thrilling, high-definition video system. Clubs can integrate Fitness On Demand with their live class programming

to reduce costs, replace low-turnout classes, and fill vacant studio time.

**Contact:** 952-567-2710, [fitnessondemand247.com](http://fitnessondemand247.com). Please see our ad on page 23. ➔

## MOTIONSOFT

With Motionsoft's MoSo cloud-based software, clubs can acquire, get to know, and retain more members by using scalable, cost-efficient, easily implemented solutions.

Members can engage the club online with the myClub member portal. Club operators can keep the club running efficiently with MoSo club management software, and they can maximize their revenue with MoSo billing services. MoSo is one reason why Motionsoft has been recognized by *Inc.* magazine as one of the fastest-growing companies in America.

**Contact:** 800-829-4321, [motionsoft.net](http://motionsoft.net). Please see our ad on page 5. ➔



## LIFE FITNESS

With over 30 years of research, development, and expertise in the fitness industry, Life Fitness offers clubs what few other companies can—innovative products with unparalleled support. And now, Life Fitness has unveiled its most sophisticated line of cardiovascular equipment to date—the Elevation Series with Discover Tablet Consoles. This new offering delivers the company's latest entertainment technologies, including Swipe Technology, Internet connectivity, Lifescape Interactive Courses, On-Demand entertainment options, and compatibility with Android smartphones and Apple devices.

**Contact:** 800-634-8637, [lifefitness.com](http://lifefitness.com). Please see our ad on page 11. ➔



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By Patricia Glynn

Helping older members **transition to new, more age-friendly activities** is one of the kindest—and smartest—things a club can do

Making headway at Metro Fitness  
in Montgomery, Alabama

Big Dreamz Creative

# THE ‘NEXT’ BEST THING

“Aging is not lost youth, but a new stage  
of opportunity and strength.”

—BETTY FRIEDAN, AUTHOR OF *THE FEMININE MYSTIQUE*

“It’s never too late to start exercising,  
but *always* too soon to stop.”

—WALTER M. BORTZ II, M.D., AUTHOR OF *DARE TO BE 100*

**I**t’s hard to argue with the wisdom of statements such as these, but, in reality, it’s also hard for many people to follow through, remaining active over the course of their entire life.

For many, there will come a point in time when they’re no longer able to participate in the type of exercise that they’ve enjoyed in the past—a workout or sport that they’ve loved, and that’s provided them with physical and psychological benefits, an opportunity to socialize, and true personal satisfaction. Those are perks that aren’t easy to replace.

A club member may no longer be able to lift as much weight as they used to. Or, perhaps, they can’t run as far or as fast as they once did. Because of joint issues, arthritis, or other medical concerns, growing older often requires having to give up, grudgingly, vigorous and rewarding activities for ones that are easier on the body.

But there’s an upside—a big one! Clubs can do their members a tremendous service by helping them find the “next” best thing. Not the next-best thing: the next! best thing.

While this can involve a tricky, trial-and-error process, it affords a club a number of valuable opportunities. It can strengthen its bond with members by helping them through this inevitable life transition and, in the process, increase member retention. It can attract new members by reaching out to former runners, cyclists, triathletes, skiers, and others whose bodies can no longer endure the strains posed by strenuous outdoor pursuits.

Thoughtful, innovative programming can provide such individuals with kinder and gentler—but stimulating and challenging—alternatives.

## THE RIGHT MESSAGE

Michael Mantell, Ph.D., regards the transitioning of older exercisers as a significant opportunity for the industry. “For trainers, gray is the new green,” he says. The number of people involved is huge, and they have a considerable amount of disposable income, he points out. At the same time, he acknowledges, they have unique needs and obstacles to surmount.

Mantell is well positioned to know. He’s a clinical psychologist specializing in fitness psychology, and a senior fitness consultant for behavioral sciences for the American Council on Exercise (ACE), the San Diego, California-based educational and certification organization. He recently authored a portion of ACE’s manual for its new Senior Fitness Specialty Certification.

Mantell believes that one of the most important questions club operators have to ask themselves is: What message are you communicating to your aging membership?

“Listen to the language of fitness these days,” he urges. “We talk about a ‘war on obesity,’ ‘weekend warriors,’ ‘blasting your abs,’ and ‘getting chiseled, jacked, and cut.’ Are these words energizing for this group? Are you issuing an off-putting challenge of virility, or are you, instead, proffering a hopeful vision? Are you talking about health and happiness, or are you bombarding them with pictures of models in bikinis and muscle-bound bodybuilders?” →



## The 'Next' Best Thing

Mantell suggests that clubs should “focus on the fact that training leads to vitality, and can help address an aging population’s desire to maintain, and, in some instances, pump up diminished levels of vivacity.”

“You have to be careful about what you say and with the image you project,” concurs Leigh Anne Richards, the general manager and a group fitness instructor at Metro Fitness, a 25,000-square-foot club in Montgomery, Alabama, with a fair share of older members. “Everything, nowadays, tends to be about intensity, intensity, intensity—doing *more* is supposedly *better*. But, truthfully, in the long run, especially with aging members who may have limitations and whose bodies are slower to recover, this shouldn’t be encouraged. Over time, it can prove harmful.”

### THE RIGHT THING TO DO

Richards, 53, confesses that she once railed against the need for adjustments. But now, because she’s “been there, done that,” she understands, from her own firsthand experience, the necessity of sometimes adjusting both attitudes and programming—and also how to do so. “I was a marathon runner. Then, after a couple of knee surgeries, I realized that something had to give,” she explains. “Although I didn’t like slowing down, I indulged my competitive mentality by focusing on what I *could* do versus what I *couldn’t* do.”

The psychological component of the transition equation is significant, she says, and so, too, is the process of identifying engaging, challenging alternatives. In Richards’ case, that meant trading running for group cycling.

Janie Clark, the president of the American Senior Fitness Association (ASFA), a group based in New Smyrna Beach, Florida, that offers senior-specific education and resources, observes that revising one’s workout program can, in fact, provide “an occasion for growth, a chance to explore new things, and an adventure that’s fun and appealing. ... You should position it as a journey that will be exciting and rewarding,” she advises. “Don’t worry if you don’t land on the perfect answer on the first try. Encourage your client to keep trying different activities until they feel satisfied with, and enthusiastic about, their new choice.”

### THE RIGHT ‘TRANSITION’ PROCESS

For Peggy Buchanan, finding a winning substitute activity involves plenty of good old-fashioned conversation.

Buchanan is the spokesperson on older adult fitness for the IDEA Health and Fitness Association, the San Diego, California-based continuing educa-



Leigh Anne Richards



Peggy Buchanan

tion group, and the director of fitness, aquatics, and physical therapy for Front Porch, Inc., a retirement-services provider in Southern California. “Club staff should sit, talk, and connect with members, and really get to know what interests them, what their availability is, whether they want to exercise alone, or if they prefer more social endeavors. They should obtain as much detail as possible.”

“Communication is vital when it comes to scaling back,” attests Clark. “You have to be a good listener and observer to ascertain how invested a person is in their current protocol—and why. It helps to know their interests, their likes and dislikes, and what drew them to the regimen in question. So if, for example, a person enjoys running because they appreciate nature, they might respond well to hiking, or biking, or some other outdoor venture that involves less impact.”

Ultimately, the best approach, she insists, is to be sincere, caring, and respectful. “Discuss the subject, and be careful not to dictate to them,” she recommends.

Buchanan notes that it’s also important to acknowledge how admirable the member is for having been active. “This population associates the notion of not being able to do something with getting older, and they don’t want that to happen,” she says. “So honor them. Honor the fact they chose an active lifestyle, and remind them that their aches and pains are, in a very real way, a testament to the fact that they’ve lived a full, healthy life.”

While, in many cases, exercise modifications may be simple and uncomplicated, they should always be regarded and dealt with seriously. Clark contends that fitness facilities should require a medical clearance of their members, and suggests that it be updated periodically. “It helps identify concerns that might warrant programming changes, and having a doctor weigh in on the situation may convince a recalcitrant over-doer that a change is in order.”



**Michael Mantell,  
Ph.D.**



**Janie Clark**

Clark also counsels professionals to watch for signs that members aren't tolerating their new routines well. "For example, be on the lookout for members who are wincing, grimacing, or leaving the club quickly when, in the past, they lingered to socialize. Watch, too, for red flags such as limping, resting for longer than usual, or frequent massaging of a certain joint. And, again, listen! They might complain about feeling exhausted or an aching knee."

The importance of employee education can't be emphasized enough, adds Richards. "You need staff who know how to handle this population, and who can respond properly to their particular, distinctive issues. This is a direction clubs really need to go in—hiring individuals who are experts in this area. At our facility, we have a number of

trainers who specialize in working with people 50 and older."

Another strategy is to hire older adults. "I absolutely recommend this," says Richards. "I'm in this age group, for instance, and so I genuinely understand where these people are at."

Reflecting on the issue of older exercisers in transition, Clark emphasizes three major things that clubs should keep in mind when dealing with members who are stepping off a well-worn path in order to explore a new course. "Know them," she posits. "Really listen to their concerns and respond to their feelings and hopes. Be resourceful in suggesting alternatives. Don't hesitate to be a bit imaginative. And adopt a trial-and-error approach. Give your clients time to discover new things that, hopefully, they'll find meaningful and gratifying."

Concludes Mantell: "This demographic has a strong desire to lead an active, healthy life. What's more, they're very willing to try new things in order to do so. Trainers who understand this will thrive in this growing, underserved market."

As trainers and clubs prosper, they'll also be helping people transform a new stage of their lives into one of "opportunity and strength," as Betty Friedan noted decades ago. And, as far as Walter Bortz is concerned, the hope for millions of active older Americans, today, is that "it will *always* be too soon to stop"—as the *best* thing continues to give way to the newest *next* best thing. —

— Patricia Glynn, [p.glynn@fit-etc.com](mailto:p.glynn@fit-etc.com)

## PRODUCT SHOWCASE

It's inevitable: Somewhere, sometime, someone in your club won't be able to continue to do their favorite exercise due to aging or injury. Your staff will need to help them move on to a kinder and gentler activity. The following IHRSA associates can assist with that transition.

### BALANCED BODY



The Allegro 2 Reformer from Balanced Body was designed in collaboration with fitness professionals to be intuitive and simple to use, as it enhances the flow and effectiveness of personal training or group sessions for members of any age. Features include a footbar that easily adjusts vertically by lifting it up and moving it with

the feet. It slides the entire length of the frame to accommodate different body sizes. Users also can make instant, one-touch rope adjustments even while lying on the carriage.

**Contact:** 800-PILATES (916-388-2838), [pilates.com](http://pilates.com). Please see our ad on page 77. —

### NATIONAL EXERCISE TRAINERS ASSOCIATION (NETA)



NETA offers NCCA-accredited personal trainer and group exercise certifications. Specialty certifications in Pilates,

reformer, and yoga are also available. New CEC workshops for 2013 include HIIT Latin Dance, Kettlebell II, Core Bootcamp, Active Older Adults, and more!

In addition to certification and training, NETA also offers over 100 home-study and online courses. Subjects include Balance Training for Active Older Adults, Personal Training, Group Exercise, Strength Training and Conditioning, Pilates, Yoga, Specialty Training, Youth and Weight Management. NETA is a CEC provider for most certifications.

**Contact:** 800-237-6242, [netafit.org](http://netafit.org). Please see our ad on page 73. —



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# Innovations

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– Christopher Schuk - Ultra Body Fitness

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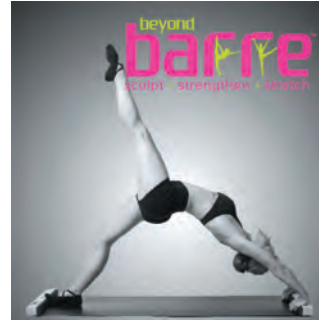
### Endless Pools



» Endless Pools has launched a new 10' Exercise Spa, which is compact enough to fit into tight spaces, either indoors or outdoors, and big enough to accommodate an underwater treadmill. A hydrotherapy jet seat allows individuals the opportunity to unwind after a long day or to relax

after a workout. While not designed for swimming, the 10' Exercise Spa is ideal for all forms of water exercise and aquatic therapy. The unit is constructed from a single sheet of Lucite acrylic with Microban, includes integrated steps, and is shipped complete with Permawood skirting. For more information, contact the company at 800-732-8660; endlesspools.com. —

### BeyondBarre



» BeyondBarre's unique GlideBoard offers an effective group exercise program, with virtually unlimited class variations, that's also a great deal of fun. Each exercise sequence is specifically

designed to optimize fat-burning, sculpt the body, and build long, lean muscles. The GlideBoard skating intervals work the muscles by having the user move laterally, while energizing music motivates them throughout the workout. BeyondBarre offers a licensing program for both individuals and health clubs, and provides ongoing support and education through its Web-based platform, BeyondBarre Connections. For more information, contact the company at 845-544-1576; beyondbarre.com. —



### Dynastream Innovations, Inc.



» ANT Wireless, a division of Dynastream Innovations, Inc., has unveiled the next-generation ANT protocol, a proprietary wireless network technology that's utilized in a wide

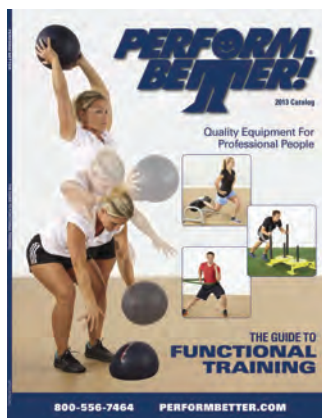
variety of health, fitness, and sports products. This protocol is the basis for the ANT+ interoperable standard, and has been released on the industry's first System on a Chip (SoC), nRF51422, by Nordic Semiconductor. It offers advantages in power, size, cost, speed, and security, and, for consumers, will result in new products with even longer battery life, expanded functionality and security, simplified operation, and increased overall value. The protocol now facilitates faster bursting and data transport, quicker searching, and event filtering and buffering. For more information, contact the company at 866-932-9292; dynastream.com. —

### American Council on Exercise (ACE)

» To help meet the needs of aging Americans, the American Council on Exercise (ACE) has introduced specialty certifications in Senior Fitness, Therapeutic Exercise, and Orthopedic Exercise. Each one addresses such topics as nutrition, in-home training, exercise program design, cardiovascular disease and arthritis, post-orthopedic rehabilitation, and knee injuries. The Senior Fitness certification covers modifications and techniques to prevent muscle deterioration, improve bone strength, and increase quality of life. Therapeutic Exercise Specialists are able to develop exercise programs for individuals with arthritis, and Orthopedic Exercise Specialists study the structure and function of major joints and common musculoskeletal conditions. For more information, contact the company at 858-279-8227; acefitness.org. —



## Perform Better



» The new, free 2013 catalog from Perform Better is now available, and includes more than 100 pages of functional-training items. The publication features a more spacious design, with larger illustrations and additional important facts to make buying decisions easier. This comprehensive resource is conveniently categorized, with sections devoted to balance and stabilization, weight training, speed and agility training, cardiovascular training, flexibility, recovery,

and much more. For more information, contact the company at 800-556-7464; performbetter.com. —



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» Life Floor is a soft, beautiful, slip-resistant tile with a comfortable surface that helps make a club's wet areas safe and easy to clean. It's been proven to virtually eliminate slip-and-fall injuries, even in a facility's highest-traffic areas. Life Floor's patented technology is mold- and mildew-resistant, UV stable, and ideal for locker rooms, saunas, and indoor/outdoor pool decks. The company is fully committed to providing flooring that's effective and long-lasting, and to ensuring the safety of those who walk on it—making a club's floors an asset, rather than a liability. For more information, contact the company at 612-567-2813; lifefloor.com. —

## International Council on Active Aging (ICAA)



» The International Council on Active Aging (ICAA) has introduced the ICAA Mature Marketing Network to provide clubs, retirement communities, and other organizations with marketing tools and resources that can help drive their

outreach efforts to the growing active-aging audience. The council also has relaunched its Website to provide users with even more active-aging information, instruction, and practical support. The site now features 300 videos, 1,500 research studies, 1,200 articles, 80 handouts, 12 PowerPoint presentations, and much more. Supported by a robust search function, it categorizes and presents these resources by subject to make it easy to find all of the material on a particular topic. For more information, contact the company at 866-335-9777; icaa.cc. —

## Wahoo Fitness



» The new Wahoo Fitness RFLKT is the first iPhone-powered bike computer. It wirelessly receives data and images from an iPhone that's located in the user's pocket or saddlebag. Then, using the buttons on the RFLKT, the cyclist can control apps, change data

screens, start and stop the timer, and manage other functions, such as music playback. The RFLKT is compatible with the iPhone4S and iPhone5, and makes use of a wireless Bluetooth 4.0 connection. It measures 2.4" long by 1.6" wide by 0.5" thick, and runs on a long-lasting, replaceable, coin-cell battery. For more information, contact the company at 404-919-1730; wahoofitness.com. —



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# Weight Stacks' Worth

Selectorized and circuit machines make a stand against competing training trends

Due to the explosive popularity of functional and small-group training, single-station selectorized and circuit-training machines have been losing space at some clubs. But they still have their dedicated fans.

"There's no doubt that functional training has had an impact on selectorized sales," acknowledges Steve Suchanek, the director of product management at Cybex International, Inc. "Now, a facility may only purchase 12 machines of a 20-piece line."

Personal trainers, who can generate up to 40% of a club's revenue, generally influence new equipment purchases, and, at the moment, they're inclined to recommend more "functional" tools, such as kettlebells, battle ropes, and suspension training systems.

"For trainers, it's difficult to justify the cost of a training session when all they're doing is counting reps as their client uses a basic selectorized machine," notes Brian Lewallen, the general manager of Avanti Fitness' commercial division.

Still, selectorized and circuit equipment is a "must-have" for express and lower-cost facilities, such as Anytime Fitness, Snap Fitness, and Planet Fitness, as well as for universities and community centers. And health clubs continue to understand the need for single-station machines.

"Selectorized machines are identifiable and approachable—as opposed to functional training, which calls for open space and lots of accessories," says Chris Adsit, the global product manager for strength equipment at the Matrix Fitness division of Johnson Health Tech Co., Ltd. "People are less intimidated by these machines than by functional routines that require instruction."

Jerry Dettinger, the CEO of Torque Fitness, which makes the M-Series selectorized line, agrees that single stations still fill important needs. "You'll always have people who want to do their circuit, and prospective members who expect to see this equipment."

The many advantages of selectorized machines—efficiency, safety, effectiveness, and user-friendliness for individuals of various ages and fitness levels—explain their tremendous staying power.

And now, Adsit points out, the manufacturers of selectorized equipment are focused on making the user interface and experience even better by providing thoughtful touch-points that include custom ergonomic grips, rep counters and timers, data tracking, and water bottle and cell phone holders. "We're constantly looking for that next 'ah-ha!' moment," he says. "We want to change the user's expectations of this equipment." —

## CIRCUIT TRAINING

**FITNESS MASTER, INC.**



**NEW**

*MegaPower MBP-100*

Built to deliver strength—and deliver it does. Structurally and biomechanically designed for intensive club use, the Chest Press' rigid body structure plays a critical role in the machine's superb handling. Its large base frame aids stability and comfort, and yields a neutral weight distribution. Substantial rear and side subframes help eliminate lateral torsion and vibration. Biomechanically designed for maximum chest concentration and outstanding muscle development.

**Manufacturer's list price: \$1,999.00**

**HOIST FITNESS SYSTEMS, INC.**

SEE OUR AD ON PAGE 45



*KL Youth Fitness Circuit*

The dynamic action and movement of the cutting-edge HOIST KL Circuit encourages children to exercise by simulating the motion of a ride. Kids will want to work out because it's fun. Designed specifically for kids, the nine-piece HOIST KL Circuit effectively and safely spreads exercise compression forces across more than one isolated joint to significantly reduce the potential for injury to developing muscles, joints, and bones. The KL Circuit includes an exercise program manual developed by the American Council on Exercise (ACE).



## KEISER



### Keiser XPress Training System

Designed to maximize workout results in a minimal amount of time, this research-based training system combines cardiovascular conditioning, strength training, and stretching. The circuit incorporates Keiser bikes, the Keiser Stretch Zone, and a minimum of six of the company's air-powered resistance machines. The first half of the 30-minute training system is dedicated to cardiovascular training on the bikes, while the second half entails strength training, with "active-rest" stretches performed in between sets.

## LEBERT FITNESS, INC.



### Equalizer

The Lebert Equalizer is a high-performance, portable, and multi-purpose piece of strength training equipment that works arms, chest, back, and core muscles. Its simple design allows participants to use their own body weight as resistance, and perform exercises that typically require large weight-training equipment. This affordable, lightweight workout tool offers versatility in exercises, for endurance, strength, core, agility, and flexibility, and can be combined with other equipment in a circuit.

**Manufacturer's list price: \$119.99**

## LIFE FITNESS

SEE OUR AD ON PAGE 11



### Circuit Series

Life Fitness' 11-piece line of space-efficient machines delivers time-efficient, total-body workouts in an approachable, easy-to-use format. The units boast a user-friendly design and superior biomechanics. The patented Lifeband Resistance System mimics gravity for maximum strength-training results, and eliminates acceleration at the top and bottom of the exercise for an express-style workout with the feel of traditional machines. A low-profile, easy-access design, no required machine adjustments, and an innovative resistance-selection system minimize user intimidation.

## MARPO KINETICS



### VMX Multi-Mode Rope Trainer

The VMX Rope Trainer features a multi-mode adjustment for vertical, diagonal, horizontal, and reverse pull. The easy-to-adjust sliding carriage facilitates increased versatility for strength, cardio, and functional training. The ability to alternate rope heights, grips, and pull directions makes the VMX Rope Trainer an ideal functional-training tool.

**Manufacturer's list price: \$5,095.00**

## MILON INDUSTRIES GMBH



### MILTRONIC Premium STRENGTH ENDURANCE CIRCUIT

The classic milon circuit-training configuration involves six strength machines and six cardio machines, facilitating an effective workout for all major muscle groups and the cardiovascular system. Users spend 60 seconds on each strength machine, and four minutes on two of the cardio machines, to complete one lap of the circuit, which takes a total of approximately 17.5 minutes. An attractive signal pillar indicates break times. The system permits workflows of up to 40 users per hour. milon also supplies strength circuits and cardio circuits.

## PARAMOUNT FITNESS CORPORATION



### SP Circuit

Featuring low-profile, space-efficient designs, the premium 17-piece SP Circuit combines optimal ergonomics, precise biomechanics, and superior structural performance with contemporary aesthetics. Features include colorful user adjustment guides with step-by-step instructions; gas-assisted, four-bar-linkage seat adjustments; patented Advanced Rotary Technology on select models; contoured pads; and fully shrouded weight stacks. Extensive component cycle testing well above maximum field applications ensures long-term durability and minimal service requirements. The circuit is ASTM- and EN957-compliant.

## PROMAXIMA FITNESS



### CL-30 Lat Pull Down

The ProMaxima Champion Series is engineered to accommodate the biomechanics of school-age children and petite adults, with specific cams designed to ensure movements with the appropriate starting weights and resistance. Machines feature sleek shrouds and specialty pop-pin seats to help prevent injuries. ProMaxima has 12 individual units encompassing each body part, and the series runs in partnership with BEE FIT educational materials, which include facility design, slip cover logos, and circuit-training guidelines.

## SBT



### SBT Extreme Suspension Straps

The SBT Extreme represents the latest in Suspended Bodyweight Training. It consists of one short or long attachment anchor strap, and two independent arms that attach to the strap, and can safely hold 680 pounds, with a maximum tested strength of 1,800 pounds. Its independent arm construction makes it safe and reliable and subject to minimal wear and tear. Appropriate for both beginners and competitive athletes, SBT Extreme boasts an ergonomic ankle and foot cradle that allows users to perform a multitude of lower-body-focused movements in a guaranteed slip-free environment.

**Manufacturer's list price: \$149.99**

## SCIFIT



### Fit-Quik

Fit-Quik puts all-body strength and cardio protocols at an exerciser's fingertips. It also allows fitness professionals to take advantage of SCIFIT's training differentiators to attract, manage, and retain clients. Fit-Quik programs are time-efficient, motivational, and easy-to-use exercise protocols that accommodate a wide range of clients, from those rehabilitating to those training for elite-level competition. Fit-Quik delivers cardiovascular and functional strength benefits.



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## TECHNOGYM

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### Easy Line

Easy Line provides a fun, effective, and easy-to-use training option for individuals looking for a friendly and non-intimidating training modality. The hydraulic resistance system requires no adjustments; resistance is determined by the speed of movement. The nine-piece circuit also incorporates interval station equipment to support Technogym conditioning programs: general fitness/weight management, kids and teens, and active aging. In a non-group setting, Easy Line can be used as an entry-level resistance-training circuit.

## TORQUE FITNESS



### M Selectorized Circuit

The M line of 18 commercial selectorized systems from Torque Fitness delivers converging/diverging movements that are approachable and intuitive to use for the beginner, and, at the same time, effective for the advanced exerciser. Under Torque's "See, Feel, Trust" design philosophy, health club members will "See" height and profile uniformity that reflects an integrated system; they will "Feel" ultra-smooth, comfortable, natural resistance travel; and they will grow to "Trust" that they're in an ideal place to achieve their health and wellness goals.

## WATERROWER



### WaterRower

Ideal for interval and circuit-training classes, the WaterRower enables exercisers to maximize caloric expenditure within functional, full-body training sessions. Using water for self-regulated resistance, users of all fitness levels can transition seamlessly in and out of rowing workouts without any adjustments. The feature-rich Series 4 monitor provides instant performance feedback, which helps maximize engagement, motivation, and goal-specific accomplishments.

**Manufacturer's list price: \$1,095.00**

## SELECTORIZED

### AVANTI FITNESS, INC.



### CardioGym CG-5000

Avanti Fitness' Cardio Gym CG-5000 combines cardio and total-body strength exercise in a single machine. The Cardio Gym utilizes a smooth, magnetic resistance recumbent bike with a built-in high-low pulley system with two 150-pound weight stacks. This unique design enables individuals to perform more than 30 pulley exercises while riding. The bike has a one-touch reverse feature that allows users to unlock the bike's position to pivot 180 degrees with ease.

**Manufacturer's list price: \$5,999.99**






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Unlike a conventional leg press, the Power Stride isolates each leg, enabling the user to strengthen and develop the weak side if prevalent. The Power Stride's spring-enhanced weight stack system delivers a unique combination of efficiency and intensity. The optimum flex points of the user's muscles coincide favorably with the increased resistance points of the springs as they are stretched and the decreasing resistance as they are closed.

**BODYMASTERS**



**Basix**

Consisting of 12 belt-driven units, the Basix line offers durability and versatility at an affordable price. The machines provide biomechanically accurate movements with a simple learning curve, and offer a low-profile design; side-mounted weight stacks that can be adjusted while seated; custom-cut, engraved weight guards for safety; and a light initial workload and resistance in 10-pound increments. Simple instructional placards show the proper starting position and axis of rotation for each exercise.

**BODY-SOLID, INC.**



**Pro Club Line**

Designed for heavy health club use, Body-Solid's Pro Club selectorized strength-training line includes machines that are aesthetically appealing, space-efficient, solidly constructed, and biomechanically sophisticated, as well as comfortable, with upholstery and padding, and user-friendly adjustments. Built to last a lifetime, all are backed by a strong warranty. The Pro Club line consists of a deluxe cable center, functional-training center, dual cable column, lat machine, chest press, inner- or outer-thigh machine, leg curl, leg extension, and leg press.

**BRUDDEN EQUIPAMENTOS LTDA**



**Next Strength Line**

The Next Strength Line from Brudden boasts a modern, ergonomically correct design with input from the respected biomechanics laboratory of São Paulo University. For durability, the frames are carbon steel with a surface treatment, and feature electrostatic painting and leather finishing. Easy to adjust, the line includes biceps curl, chest press, crossover, hip abduction, hip adduction, lat pulldown, leg extension, leg press, low row, pectoral, seated leg curl, shoulder press, and triceps extension.

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**CYBEX INTERNATIONAL, INC.**  
SEE OUR AD ON THE TAB



**CYBEX Eagle**

The Eagle strength-training line features second-generation Dual Axis Technology, which provides a choice of machine-defined or user-defined paths of motion, resulting in versatility that helps users of all fitness levels achieve results. Patent-pending range-limiting devices ensure the integrity of the strength curve, regardless of the user's size, and ergonomically contoured, molded pads provide maximum support. The line's unique "Logical Pairs" design conserves floor space by allowing machines to be positioned back-to-back.



**CYBEX Total Access Cardio and Strength Line**

CYBEX's Total Access products address the exercise needs of people with disabilities by removing the barriers that have previously prevented them from obtaining a beneficial workout. The cardiovascular equipment and weight stacks feature raised iconography and color-contrasted handles to aid visually impaired people, swing-away seats and one-handed functionality to accommodate people in wheelchairs, and a Range Limiting Device (RLD) to assist people with limited ranges of motion.



**CYBEX VR1 Strength Systems**

VR1 has been value-engineered to yield an elegant, space-saving design that lets health clubs offer their members a comprehensive strength-conditioning system, regardless of the size of the facility. Ease of use, intuitive design, and function ensure member satisfaction. The VR1 also features enclosed weight stacks that add a modern appeal and meet all ASTM and EN safety standards. The 15-piece line offers a host of options, and can be customized to meet any club's specific needs.

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International Health, Racquet & Sportsclub Association



### CYBEX VR3

The CYBEX VR3 line is packed with innovative features, including advanced biomechanics, such as converging and diverging patterns; patent-pending range-limiting devices; the second-generation Twist Select increment weight system; and assisted seat adjustments. Its elegant appearance is enhanced with unique oval tubing and contoured pads crafted for ultimate support and maximum comfort, as well as a fully enclosed weight stack for safety.

### FITNESS MASTER, INC.



### Steelflex Megapower M3DFC Dimensional Chest Machine

The Steelflex M3DFC Dimensional Chest Machine from Fitness Master is a multiuse chest machine that provides variety and versatility. It features 16 positions for the right and left arms, and utilizes a rotating, free-moving pulley on the arm ends to afford maximum range of motion. The seat adjustment makes use of a gas-assisted technology. The unit measures 66" H x 62" L x 52" W, and weighs 377 pounds, which includes 175 pounds of weights.

**Manufacturer's list price: \$1,999.00**

### FOREMAN PRODUCTS, LLC



### FOREMAN Strength

FOREMAN Products, Inc., is a European manufacturer of commercial fitness equipment, and its comprehensive line of heavy-duty strength equipment was developed by U.S. engineers for the global market. FOREMAN Strength products feature proper biomechanics and ease-of-adjustments utilizing U.S.- and German-made componentry. Available in a range of finish and upholstery colors, FOREMAN also provides customized equipment recommendations and layout rendering.

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**FREEMOTION FITNESS**



*FreeMotion EPIC Selectorized*

FreeMotion's EPIC Selectorized line has raised the bar for traditional strength training with 18 pieces of equipment that are attractive and easy to use. Innovations in technology and movement patterns provide members with smooth workouts that employ efficient fixed isolation. FreeMotion EPIC's rugged, commercial-grade construction delivers heavy-duty performance.

**HAMMER STRENGTH**

SEE OUR AD ON PAGE 11



*Hammer Strength MTS*

Hammer Strength MTS, the selectorized version of the popular plate-loaded machines, makes use of patented Iso-Lateral technology. This technology offers independently functioning limbs and a converging or diverging movement pattern that closely replicates the body's natural movements. The machines' dual weight stacks (one for each limb) are designed to preserve the purity of Hammer Strength's hallmark independent movement and minimize friction to enhance the smoothness of the exercise. The line features 13 pieces.

**HOIST FITNESS SYSTEMS, INC.**

SEE OUR AD ON PAGE 45



*Glute Master*

Reengineered to join the company's popular ROC-IT product lineup, the HOIST Glute Master (RS-1412) offers an exciting exercise that facilitates unrestricted joint movement and core activation. A new chest support with added forearm support and angled grip handles allows users to engage their core muscles throughout the exercise. A new downward angle provided for the upper torso helps prevent hyperextension of the spine during exercise.

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– Benjamin Franklin



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### *ROC-IT Selectorized*

The HOIST ROC-IT line embodies a unique training experience that achieves the unrestricted joint movement and core-activating benefits of functional training, coupled with the stabilizing benefits of machine-based equipment. ROX technology makes the user an integral part of the exercise motion by continuously adjusting the position of the exerciser with the movement of the exercise arm. The ROC-IT line engages the user throughout the entire exercise range of motion, creating fun, biomechanically correct workouts.

### **INFLIGHT FITNESS**



### *Inflight Fitness Platinum Series*

The Inflight Fitness Platinum Series is engineered to be durable and easy to use, while providing safe and effective workouts. This deluxe line can accommodate members' exercise needs, fit in limited spaces, and meet the budget restrictions at any health club.

### **LIFE FITNESS**

SEE OUR AD ON PAGE 11



### *Optima Series Dual-Exercise Machines*

The Optima Series combines reliability, biomechanics, and fine style to produce a wide range of compact strength equipment. This versatile line of single stations, benches, and racks now includes six new dual-exercise machines, delivering more results in less space. Designed to be easy to use, and to help users meet their training goals, the new duals allow two or more exercisers to use a single station, maximizing fitness floor efficiency.



### *Optima Series Single Stations*

The Optima Series line of selectorized strength equipment blends reliability and style into a wide range of compact machines. This versatile equipment simplifies strength training through minimal adjustments, which are explained on the easy-to-follow graphic placards. The Optima Series features an 11-gauge steel frame, contoured cushioning, easy-to-follow instructional placards, full shrouds to enhance the aesthetics of each machine and protect the weight stack system from everyday debris, simple-to-use chrome-plated tube-in-tube adjustments, and solid steel weight plates.



### *Pro2 Series*

Featuring 22 rock-solid pieces, Life Fitness' Pro2 Series is a full line of traditional strength machines designed to withstand heavy-duty usage. The line features 11 upper-body, 9 lower-body, and two torso/multi units. Each of these machines is available in a base version, called Pro2, or a fully loaded version, the Pro2SE. The latter offers an integrated incremental weight system, complete rear weight stack shrouds, spring-assisted roller seats, and six frame and 10 upholstery colors.



### *Signature Series Single Stations*

Life Fitness' Signature Series strength line boasts a number of convenient, innovative features, including gas-assisted seat and pad adjustments, and an integrated incremental weight system. Oval frame tubing, contoured cushions, and a low profile create a sleek, contemporary look. The warranty covers frames for 10 years; guide rods, pulleys, and weight plates for five years; linear bearings, cables, and grips for one year; and upholstery, springs, and any items not specified for 90 days.



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### *Signature Series StackWraps*

Going beyond frame and upholstery colors, the Signature Series StackWraps take Life Fitness' Single Station and Cable Motion machines to a new level of expression. StackWraps are high-quality graphics that adhere to the shrouds of the company's Signature Single Stations and Cable Motion machines, giving the equipment a vibrant look that transforms a facility. The StackWraps use technology developed for the automotive industry to withstand harsh conditions and add an eye-catching look for years to come.

### **MARPO KINETICS**



### *V250 Rope Trainer*

The V250 Rope Trainer is a weight-assisted model that safely simulates actual rope climbing. The levitating seat moves with the user for instant feedback, and a true climbing experience that engages the core, back, and arms. The weight-assist offsets body weight to allow individuals of all fitness levels to benefit from this uniquely effective strength exercise. The Rope Trainer features a quick-release seat to allow for standing exercises and wheelchair accessibility.

**Manufacturer's list price: \$5,295.00**

### **MATRIX FITNESS**

SEE OUR AD ON THE INSIDE FRONT COVER & PAGE 1



### **NEW**

### *Aura Strength*

Offer members a variety of movement and strength-training options with the Matrix Aura series. It consists of 26 single-station units, with each unit boasting several appealing features. Oversized grips, towel and cup holders, ergonomic seating and round tubing are just a few. Adjustments can be made from the exercise position, and they are color-coded for easy identification. The line's signature polarized-titanium finish with



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clear coat, which is standard on all Matrix strength-training products, provides a lasting, superior-quality appearance.



**NEW**

*Ultra Strength*

The Matrix Ultra Strength Series is for those who expect more from their equipment. Beautifully designed with a consistent low profile, the equipment is packed with intuitive features that will transform a club's strength floor. Integrated electronic rep counters and timers streamline workout tracking. Plus, exercise placards are color-coded, providing easy identification for trainers and instructions for exercisers. The line also features Action Specific Grips to reduce stress on contact points and numeric incremental weights that provide quick selection.



*Versa Strength*

The Matrix Versa Series precisely matches the body's natural movements with superior mechanics and ease of use. The upgraded Versa + Package includes Action Specific Grips, an electronic rep counter/timer, an air shock-assisted seat adjustment, and much more. Matrix can assemble a system that fits any space, various customers, and virtually all budgets.

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## NAUTILUS



### *Nautilus ONE Strength System*

Nautilus ONE strength equipment combines revolutionary weight-stack technology with an intuitive and user-friendly selection method—a dial. The line includes a single weight tower design; custom-contoured, handcrafted upholstery; hydraulic seat adjustments; and large instructional lenticular placards. Nautilus ONE boasts a sleek, low tower design and the brand's legendary biomechanics. It's also easy to maintain, with no guide rods to lubricate and no weight-stack pins to become bent or lost.

## PARAMOUNT FITNESS CORPORATION



### *Paramount XL2 Series*

The Paramount XL2 Series represents advanced, value-engineered performance, styling, and reliability. A low-profile, space-efficient footprint, and attractive, oval-shaped tube frames create a streamlined, uniform design with superior biomechanics to enhance any commercial fitness center application. User-friendly features include easy-to-follow, step-by-step exercise charts; user adjustment guides; and intuitive seat adjustments. These machines undergo structural testing of 500,000 cycles, and meet or exceed ASTM and EN-957 industry standards.

## PRECOR, INC.

SEE OUR AD ON PAGE 13



### **NEW**

### *Discovery Series Selectorized Line*

The Precor Discovery Series selectorized line combines all functional performance elements with precise design and attention to detail. A consistent low-profile tower height and a translucent shroud on all machines create an open, inviting workout environment. For new users, this line also includes large illustrations that demonstrate correct form, and QR codes linking to instructional videos.



### *Icarian Machine Defined Line*

The Precor strength line is designed with the same beauty, artistic vision, and attention to detail you've come to expect from the cardio leader. Durable and easy to use, the complete line is—like all Precor equipment—smooth and fluid, based on the motion of the human body. It's engineered to move the way you move, to work the way you work, providing a better, more positive exercise experience.

## PROMAXIMA FITNESS



### *IL-01 Chest Press*

The Raptor Independent line from ProMaxima is engineered to be completely adaptive and accessible for people with disabilities. Designed by an exercise physiologist and an engineer with more than 40 years of experience, the line is biomechanically correct and equally suitable for use by people without disabilities. The 12 single units encompass each body part, and are ideal for sports training, rehabilitation, and recreation facilities.

## SPORTSART FITNESS

SEE OUR AD ON PAGE 75



### *Strength Series*

This ergonomically designed strength collection includes 25 single-station units and a line of benches and racks that boast a modern, visually appealing design. Among the features: integrated incremental weights, magnetic selector pins, fully shrouded weight stacks, gas-assisted seats, and range-of-movement and range-limiter adjustments. Units include a cable tower, independent lat pulldown, abdominal crunch, assisted chin/dip, chest press, cable cross, leg press, pec dec, shoulder press, and low row.

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## STAR TRAC



### *Inspiration Strength*

Inspiration Strength provides the ultimate user experience and incredible approachability with low-profile towers, soft frame lines, and easily visible instructions. Exercisers are surrounded by an intuitive interface that owes more to luxury automobile ergonomics than traditional exercise equipment, and many machines offer unilateral function for balanced training and greater variety. Inspiration Strength also features the Lock N Load pin-less weight-selection system that affords streamlined and efficient workouts.

## TECHNOGYM

SEE OUR AD ON THE FRENCH COVER AND THE BACK COVER



### *Element+ Line*

Element+ provides effective, non-intimidating, and intuitive strength training. The small footprint and reduced weight stack heights accommodate all facility layouts. Adjustments are minimal, and all are accessible from a seated position. Visual-only instructional placards provide exercise guidance, and Vario-density padding offers extra support. Conical handgrips accommodate different training positions. Key upper-body machines incorporate an independent

and converging arm movement. And an integrated half-plate allows users to gradually increase their weight.



### *Inclusive Line*

Technogym's Inclusive Line is an eight-piece strength line designed to meet the accessibility requirements of the Inclusive Fitness Initiative's Stage 2 standards. The line consists of modified versions of Technogym's Element+ and Selection machines. Features include tactile weight stack and adjustment markings, large-grip weight-pin selector, push-release system for

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single-hand adjustments, swing-away seats and independent arms on upper-body equipment, dual-sided seat adjustments on lower-body equipment, and large visual-only placards.



### *Selection*

Technogym's Selection line combines effectiveness, comfort, and ease of use with visual appeal and more than 30 equipment options. The durable and nonintimidating elliptical design is consistent throughout all benches, cables, and selectorized machines. Selection products have extensive safety features, including weight stack covers and Easy Start levers. A towel-locking device, integrated incremental half-plate adjustment system, double hand-grip system, and easy-to-spot yellow-colored adjustments enhance user comfort and satisfaction.

### **TORQUE FITNESS**



### *M Selectorized Single Station*

The M line of 18 commercial selectorized systems from Torque Fitness is the result of experienced designers striving to surpass the hundreds of innovations they already have to their credit on fitness floors worldwide. Under Torque's "See, Feel, Trust" design philosophy, health club members will "See" height and profile uniformity that reflects an integrated system; they will "Feel" ultra-smooth, comfortable, natural

resistance travel; and they will grow to "Trust" that they're in an ideal place to achieve their health and wellness goals.

### **TUFFSTUFF FITNESS EQUIPMENT, INC.**



### *Cal Gym Series*

The Cal Gym Series by TuffStuff is designed for vertical markets and health clubs, and features simple single- and dual-function selectorized machines. This streamlined, versatile, and compact equipment represents quality, ease-of-use, and smooth biomechanical operation that make them inviting and non-intimidating for users. Cal Gym delivers the same performance as larger, more complex machines, in a smaller, friendlier package. And the optional finish and upholstery combination colors liven up any atmosphere.



### *Proformance Plus Series*

TuffStuff's Proformance Plus commercial strength series encompasses a full line of single-station and dual-function resistance machines, along with plate-loaded, free-weight, and bodyweight training equipment. Manufactured in the United States, the line features 2" x 4' 11-gauge oval steel frames that sport a modern, dual-tone paint scheme. Low-profile weight stack enclosures, five frame finishes, brushed aluminum accents, 15 upholstery options, and exceptional biomechanics deliver machines that look as good as they feel.

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The leg extension, leg curl, abductor machine, and chest trainer all are designed for optimal mechanics and ease of use. The leg curl and abductor utilize a thick main tube, and all have a high-density sponge and high-quality leather upholstery. Simple spring adjustments for the seats customize the fit. The leg curl has a multiple angle adjustment, and the abductor machine also facilitates adductor work.



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# IHRSA Report

First Set 85 | Ask an Industry Leader 86 | In Brief 89 | Ask the Entrepreneurs 90  
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**Individuals who suffer concussions can profit from aerobic exercise,** suggests a new study from the University at Buffalo Medical School. Patients who completed an aerobics regimen recovered normal cognitive function, as measured by magnetic resonance imaging, and saw a significant reduction in symptoms, such as improved sleep and concentration. —I



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— JOHAN VANHOUTTE  
Wave Health & Fitness, Belgium



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# Thanks for the Chance!

I've had the distinct honor and privilege of serving as the chairperson of IHRSA's board of directors for the past year. It's been a remarkably rewarding period for me, one during which IHRSA and our industry have clearly made a great deal of progress.



**Bill McBride**  
IHRSA Chairperson

When my tenure ends this month, I'll pass the baton to Brent Darden, the owner and general manager of the TELOS Fitness Center in Dallas, but I'll remain on the board for another year as ex officio.

As his colleagues and friends know well, Brent is a man of integrity, skill, and broad vision who enjoys teamwork—in other words, the right person to support Joe Moore, IHRSA's president and CEO, in advancing the association's mission.

IHRSA is *the* leading trade association for our industry, and I'm humbled by the experiences I've had with our member clubs and associate members in my role as chairperson. Rather than "serving," it felt more like having fun, just like the work we do in our clubs.

Many of us have never worked in any other industry, and have no regrets about it. We're fortunate to be players in a field that feeds and frees our passion. We should continue to count our blessings as we work hard to promote our cause—that of improved health for all.

I'm particularly proud of IHRSA for the following reasons:

- Because its management, staff, and current board of directors perform their duties in an effective, collaborative, and transparent manner.
- Because it's fiscally responsible with our money—increasing reserves while investing in programs, events, research, publications, and public policy to grow and protect the industry.
- For the success of its legislative initiatives both in the U.S. and beyond.
- Because it continues to adopt technology to serve us better: e.g., its Website, [ihrsa.org](http://ihrsa.org), which has been translated internationally; its aggressive tracking of state public policy; and its new, user-friendly mobile app.
- For the continued growth and success of its international events and conferences.
- For the rich culture that IHRSA, in concert with all of its constituencies, has created—that of "success by association." By working and moving forward together, we are, in fact, stronger.

Here's to you—the IHRSA family and community!

Thanks for all of the opportunities you've offered me. —I

— Bill McBride, [Bill.McBride@ClubOne.com](mailto:Bill.McBride@ClubOne.com)



Members who attend classes regularly believe they own a “spot” on the group-ex floor, even when they arrive late. How should we handle this?



This is a common problem in fitness facilities: members who participate frequently in classes may begin to think they've staked a claim to a specific place on the floor and can evict intruders. We also see instances of members saving spots for friends who are late for class. If the instructor and the club's

management fail to handle these situations, they can turn into a disaster, with members beginning to bully one another. It's difficult to believe that adults can sometimes behave in such silly, childlike ways ... but they do.

First and foremost, the club should post a “code of conduct” that's visible for all to see, which states that saving spots is prohibited. This gives both the instructor and management something in writing that backs up their stand. If, despite the code, problems still occur, the instructor should speak discreetly to the offender; then, if things don't improve, the manager should intervene, speaking to the member involved outside of class. As an alternative, you can simply insist that all spots are rotated for each session, or, if possible, keep the studio door locked until 10 minutes before the class is scheduled to begin. —

**FRANCES MICHAELSON**  
OWNER/DIRECTOR  
MUSCLE UP, INC.  
BAIE D'URFE, QUEBEC, CANADA

What are the major reasons for employee attrition at the moment? Can you suggest some “best practices” to increase employee retention?



Unfortunately, in our industry, staff members have become more transient for a number of reasons. As we all know, more clubs are being built. This offers professionals who haven't solidified their business at one venue with an opportunity to start afresh at another new, exciting one. In addition, new

clubs are often looking for professionals with solid experience, and are willing to pay more to encourage people to “jump ship.”

The more successful companies encourage good employees to remain by consciously investing time, energy, and resources in them. For example, many hold quarterly “all staff” meetings to create a sense of family and strengthen the emotional commitment the team has to the club. They also acknowledge and reward staff achievements in a consistent way to build trust and confidence. People respond well to a pay raise, but they're even more appreciative when their efforts are recognized. Combining these sorts of practices with opportunities for education and professional development will make your club a great place to work.

While delivering a top-shelf member experience is essential, creating a dynamic and exceptional workplace is just as important. Members will feed off the positive energy of employees who enjoy their jobs. —

**BOBBY VERDUN**  
SENIOR PARTNER  
ATWOOD CONSULTING GROUP, LLC  
NATICK, MA

Editor's Note: One of the most frequently visited sections of IHRSA's Website, [ihrsa.org](http://ihrsa.org), is “Ask an Industry Leader,” which features answers from industry experts to some thought-provoking questions. In this column, we highlight two of them. Visit [ihrsa.org/industryleader](http://ihrsa.org/industryleader) to read answers to more than 100 questions like these or to submit a question. —

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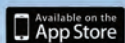
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# IHRSA Responds When Media Spotlights Misleading Report

It had the feel of a sting operation, and, unfortunately, many IHRSA-member clubs wound up being the innocent victims.

In early March, the Massachusetts Office of Consumer Affairs and Business Regulation (OCABR) released a report claiming that some clubs had violated the state's price disclosure law. The media seized upon the report, and soon calls for a "clean-up of club business practices" were sounded.

At the center of the commotion was a law enacted in 1985 that's never been updated. It requires health and fitness centers to post signs on their premises—"clearly and conspicuously"—informing the public of all their courses, membership prices, discounts, sales or offers, and cancellation policies.

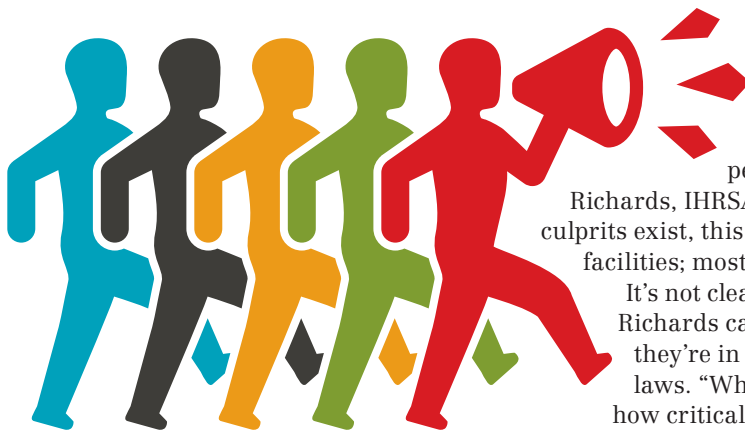
Authorities have rarely, if ever, cited or invoked this law against a club. A search by IHRSA did not reveal any instances in recent years of a club being reprimanded or fined for violations.

"The state used hidden cameras and undercover interns to catch people in the act of *supposedly* breaking a little-known, 28-year-old law," laments Joe Santa Maria, the general manager of Worcester Fitness, an IHRSA-member facility in Worcester, Massachusetts. Santa Maria heard about the controversy and contacted IHRSA. "I was surprised that the media pursued the story, as if there's a big problem for folks to obtain such information—which there isn't."

Fortunately, Worcester Fitness wasn't among the clubs "stung" by OCABR.

To compile its report, the agency conducted a survey of 15 clubs in Greater Boston in December and January. Investigators gathered information from club Websites, phone inquiries, and in-person visits, looking for price signage, asking about rates and fees, and reviewing cancellation policies. They also followed up with phone calls to many of the clubs, seeking additional information.

OCABR submitted its findings to Massachusetts Attorney General Martha Coakley, implying that legal action against the 15 clubs might be warranted. If Coakley's office decides to act on the matter, those operators, if found guilty, could conceivably be fined up to \$2,500 per violation. (A Q&A on the pricing disclosure law can be accessed at [ihrsa.org/Massachusetts](http://ihrsa.org/Massachusetts).)



There is a larger problem: Because the report covers a miniscule portion of the more than 800 health and fitness centers in Massachusetts, it doesn't accurately portray the industry as a whole. "Unfortunately, operators find themselves combating a lingering perception that clubs are less than candid," says Tom

Richards, IHRSA's staff attorney and senior legislative counsel. "While culprits exist, this document deals with a small percentage of the state's facilities; most are trustworthy."

It's not clear what prompted the OCABR survey. What is clear, Richards cautions, is that clubs in every state need to make sure they're in compliance with all applicable consumer protection laws. "While atypical, the experience in Massachusetts illustrates how critical it is for operators to *double-check* to make sure they're doing everything they're supposed to do."

IHRSA has contacted Coakley and is scheduled to meet with the Attorney General's Consumer Protection Division staff. IHRSA is committed to working in a positive, cooperative way with Coakley and OCABR to protect the interests of clubs and the public, and foster a better understanding among operators of their price disclosure obligations, while enhancing public confidence. —

**DISCLAIMER:** The information on [ihrsa.org](http://ihrsa.org) is intended for the general education of IHRSA members. It should not be considered legal advice. Those requiring legal advice should consult an attorney competent in this area of the law.

[ihrsa.org](http://ihrsa.org) IHRSA members in all 50 states can obtain information on relevant statutes and analyses at [ihrsa.org/state](http://ihrsa.org/state). Massachusetts members may also benefit from a Q&A on [ihrsa.org/Massachusetts](http://ihrsa.org/Massachusetts).



## Interested in a Bargain? Some clubs are, some aren't

Have you used Groupon, LivingSocial, or other similar programs to sell memberships or programs? If so, what kind of results have you seen?



► **AARON VOLBRECHT, General Manager**  
*Mount Vernon Athletic Club, Alexandria, VA*

**Because our facility can be difficult to find,** our specific and effective digital marketing strategy makes use of Groupon, LivingSocial, and, for the military, Troop Swap. Our massage promotions have produced the best results. We offer a 50% discount to new customers and limit the number available for purchase. While we may extend the expiration date, we service only a certain number per day, and convert new clients into repeat clients or members by suggesting a second discounted offer to them. For example, Groupon promotes our 50-minute, \$90 Swedish massage for \$45, and we then offer three more for \$180. The last promotion sold more than 240, and 18% of those customers have become regular clients. —|



► **ANN MORROW, CEO**  
*Ellipse Fitness, St. Louis, MO*

**No, we haven't tried these programs.** I don't want to discount my business' services for the financial benefit of another company. Also, I'm not sure that the majority of their buyers are, in fact, potential club members; many are bargain hunters who'll buy a deal based on price alone, and then move on to the next deal. At our club, we're interested in helping people—not just in getting money out of them. Our best membership prospects don't base their decisions on price alone. While they're concerned about value, they're also looking for real help in achieving their wellness goals. —|



► **MICHAEL WALLEN, Partner**  
*Elite Fitness, Lexington, KY*

**We haven't pursued this possibility yet.** When we looked into partnering with Groupon, we realized we weren't willing to offer as high a discount on our memberships and services as the company requires. However, I do receive the daily Groupon e-mail offers each morning, and, through them, I often learn about local businesses that I wasn't aware of. So, even though we haven't gone this route, I recognize that it can definitely be an effective way to put a company's name in front of new prospective customers. —|

*Editor's note: If you'd like to be profiled in this column, please contact Kristen Walsh, IHRSA's associate publisher, at [kwalsh@ihrsa.org](mailto:kwalsh@ihrsa.org).*

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# Value Proposition Precor, Inc.

For 33 years, this company has pursued a single goal:  
“to be the most recognized and respected brand in health and fitness”

In 1980, industrial designer David Smith created what's generally regarded as the fitness industry's first ergonomically sophisticated rowing machine. In the process, he also established a tradition of innovative equipment design and launched a company that's now known, worldwide, as Precor, Inc.

Since then, the company, which has its headquarters in Woodinville, Washington, has undergone a number of major corporate transformations. It was acquired by Dart and Kraft, Inc., in 1984; became a subsidiary of Premark International, Inc., in 1988; purchased Pacific Fitness in 1998; merged with Illinois Tool Works (ITT) in 1999; was bought by the Amer Sports Corporation (NASDAQ OMX: AMEAS), a multinational based in Helsinki, Finland, in 2002; and acquired Fitness Products International and ClubCom in 2004.

What has remained consistent through all of the transitions, says President Paul J. Byrne, is Precor's singular vision, which, he explains, is “to be the most recognized and respected brand in health and fitness.”

Smith most recently was a director of Teague Design, Inc., a design firm with offices in Seattle, Washington, and Munich, Germany, but his original rowing machine remains an iconic benchmark. Precor strives to maintain that standard as it continues to design, develop, and distribute a constantly growing line of unique products. The process, Byrne is quick to emphasize, is driven by two core concerns: the effective utilization of technology and a satisfying member experience. “When members walk into a club, the equipment must entice and enthuse,” he insists.

“And when they step onto that equipment, their enthusiasm must be rewarded with a pure sensation of excellence.”

The company's innovation timeline is thick with the launch dates of new products that, emulating Smith's achievement, have been carefully designed to support natural body movement. In 1990, Precor developed the first cushioned treadmill; in 1995, it launched the Elliptical Fitness Crosstrainer (EFX); and, in 2007, it released the Adaptive Motion Trainer (AMT), a revolutionary piece of cardio equipment, which, as its name implies, constantly and fluidly adjusts to the exerciser's stride length and motion.

In 2004, the company doubled the size of its commercial strength equipment capacity by moving that operation from Burbank to Valencia, California; and, five years later, in 2009, requiring even larger facilities, it traded the Valencia plant for a new \$26-million, 225,000-square-foot factory in Greensboro, North Carolina. The company's cardio products are produced in Woodinville. The Greensboro site also serves as a showroom for commercial and consumer equipment, provides a convenient spot for clients and sales reps to meet, and improves distribution to East Coast and European customers.

Today, Precor's accomplishments, credits, numerous awards, and metrics all attest to its success. It manufactures a wide range of equipment for both the home and commercial markets, including bikes, treadmills, climbers, elliptical cross trainers, stretch trainers, and strength training systems, and has more than 700 employees. It's managed to grow its sales by about 15% for each of



President Paul J. Byrne



“PREVA IS DESIGNED TO SERVE AS THE CONNECTION BETWEEN PEOPLE AND TECHNOLOGY THAT CAN EMPOWER THEIR FITNESS JOURNEY. IT PROVIDES EXERCISERS WITH TOOLS AND EXPERIENCES THAT CAN HELP THEM REACH THEIR GOALS AND, THEN, SET HIGHER ONES.”

the past three years, and, last year, posted revenues of approximately \$352 million—a remarkable feat given the global economic climate.

### Connectivity exercise

Precor's strong performance in hard times has to do, in part, with its ability to identify and respond to changes in the market and what end-users are looking for—and in recent years, that's meant connectivity.

"In 2010, we entered the networked fitness category with our Preva system," points out Byrne. "At the time, it was a new industry segment that had emerged from the natural linkage between fitness and technology. Preva is designed to serve as the connection between people and technology that can empower their fitness journey. It provides exercisers with tools and experiences that can help them reach their goals and, then, set higher ones. These same technologies also can help facility operators manage their businesses better, giving them ways to drive revenue, increase retention, and improve equipment management."

For club members, the experience starts with and is summed up by the P80 console on the Precor 880 cardio line. The sleek, ergonomically attuned console boasts easy-to-access functionality and the same touch technology utilized by leading smartphones and tablets. "Our design philosophy, 'fitness is foremost,' mandates that we create products specifically for the in-motion exerciser," says Byrne. "We've done that by developing simplified screens and menus that are easy to use with broad hand gestures, rather than by making use of overpopulated and cluttered touch-screen controls that are too complicated to operate during a workout."

For club operators, Preva delivers in-depth reports on equipment usage by type, time of day, number of workouts,



and other criteria, as well as real-time equipment-status updates that help minimize downtime. The system also can be used to send custom messages from the club to the member viewing the equipment console.

### Innovating in the cloud

The fact that Preva is a cloud-computing-based platform introduces a number of other intrinsic benefits. Precor can keep the system current and cutting-edge with remote software updates, so club operators don't have to deal with cumbersome manual upgrades via USB keys. Since networking the first P80 console in 2010, the company's in-house software development team has performed more than 50,000 remote upgrades.

The cloud also has facilitated a number of Preva enhancements. Among them: Preva Mobile is an iPhone application that allows exercisers to track their entire fitness program from anywhere, including workouts on non-Precor equipment, group classes, or outdoor activities. Preva Token is an

RFID-enabled fob that allows exercisers to sign in to Preva on any networked Precor 880 cardio line console simply by swiping the token, eliminating the need to enter personal information manually. And In-Workout Messaging is a communications tool that allows operators to create and schedule targeted messages to exercisers while they work out; each interactive message appears at a specific time and directs viewers to a Web page for more information.

Precor continues to explore the possibilities for connectivity that the system affords. It has, for instance, developed what Byrne calls "a strategic Preva partner ecosystem." It's already partnered with EveryMove, a rewards program that allows consumers to document their healthy lifestyle activities and convert that information into rewards from certain companies, or share it with their employer or healthcare provider. And it's now working with the Cooper Aerobics Center in Dallas to integrate its health data into the Preva platform. —I



## ASSOCIATE PROFILES

### *AccuCode, Inc.*

**AccuCode**

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► AccuCode, which has more than 16 years of experience, specializes in products and services involving patron and enterprise wireless networks, mobile applications, bar-coding, RFID, retail commerce, hardware procurement, hardware lifecycle management, and point of sale (POS). AccuCode is committed to providing its clients with assured outcomes by resolving complex retail problems with reliable mobile technology solutions, and to putting mission-critical data into the hands of those who need it—anywhere and anytime. For more information, contact the company at 800-760-2228; [accucode.com](http://accucode.com). —

### *Endless Pools*

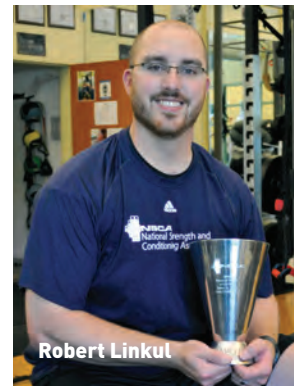


► Endless Pools manufactures a variety of therapy and exercise pools for commercial venues that are designed and built to meet rigorous use requirements. The company, which has installed more than 20,000 units in over 80 countries, has the experience and resources that allow it to provide every health club with a customized, cost-effective solution—without sacrificing quality. Endless Pools strives to understand each of its customers' unique needs, and to provide equipment and services that exceed expectations. Prices start at \$24,500. For more information, contact the company at 800-732-8660; [endlesspools.com](http://endlesspools.com). —

## ASSOCIATE NEWS

### *Cybox International, Inc.*

► Robert Linkul has joined the Cybox Research Institute (CRI) at Cybox International, Inc., as a teaching fellow; in that capacity, he'll help educate exercise professionals and plan and coordinate the CRI's West Coast events. Linkul also is the Southwest Regional Coordinator for the National Strength and Conditioning Association (NSCA); he leads more than 125 personal training sessions per week for the NSCA, and dedicates 100 hours a year to developing his team of certified personal trainers. Linkul was named NSCA's 2012 Personal Trainer of the Year, and writes for a number of publications, including *PFP* magazine, *Healthy Living*, *On Fitness*, and the *NSCA Performance Journal*. For more information, contact the company at 888-462-9239; [cyboxintl.com](http://cyboxintl.com). —



### *Green Fitness Equipment Company*



► After spending four months installing its treadmill-saver at clubs across the U.S. and Canada, the Green Fitness Equipment Company has identified WOODWAY as being the most efficient treadmill. "Due to unique design and engineering, WOODWAY treadmills do not get as hot as other treadmills, which prolongs the life of the equipment and components, while utilizing less electricity," explains Justin Hai, the president of Green Fitness. The treadmill-saver reduces energy costs and helps prevent breakdowns via a lighted warning

system that alerts club staff when maintenance or repairs are needed. For more information, contact the company at 855-496-8665; [greenfitco.com](http://greenfitco.com). —

### *Harbinger Fitness*

► Harbinger Fitness has entered into an exclusive partnership agreement with Action Wipes. The latter firm manufactures natural body wipes that use plant-derived ingredients to remove sweat and grime, without drying out or leaving post-cleaning residue, making them a favorite with outdoor athletes and enthusiasts. The exclusive sales, marketing, product-development, and distribution deal with Harbinger will put Action Wipes, which were previously available only online, into retail distribution nationwide. "Harbinger's alliance with Action Wipes fits with our current product and distribution expansion initiatives," notes David McCrane, the founder and president of Harbinger. For more information, contact the company at 707-438-7777; [harbingerfitness.com](http://harbingerfitness.com). —



## ASSOCIATE PROFILES

### *Just Sync*



► JustSync is a unique audio technology that makes it possible for health club members to listen, privately, to any TV in the facility by using their smartphone with earbuds and the firm's free mobile application. The TV audio feeds are delivered by JustSync's wireless IP encoding technology, providing customers with an enjoyable, high-quality listening experience. For more information, contact the company at 305-371-5858; justsync.com. —

### *soOlis*



► soOlis is a developer of a variety of Web-based products for the fitness industry, including Websites; custom QR codes; fitness-equipment-management portals for fitness dealers and industry publications; and advertising for health clubs, distributors, and manufacturers. The company also provides extensive industry information that end-users can utilize to compare all major commercial, home, and used fitness products, from treadmills to benches; search for their local club or women-only studio; research health and wellness topics; and check out the latest exercise videos. For more information, contact the company at 877-789-8773; soOlis.com. —

## ASSOCIATE NEWS

### *Mad Dogg Athletics, Inc.*



► Mad Dogg Athletics, Inc., has entered into a new strategic alliance to provide KettleBell Concepts, Inc. (KBC), with business experience and operational resources to expand its curriculum development, in-club trainings and outreach, marketing, sales, and strategic partnerships. KBC, which produces a number of courses designed for fitness professionals and health club owners, will increase Mad Dogg Athletics' current lineup of educational programs. "I'm ecstatic about what this means for KBC and our 5,000 trained instructors, and how it will open numerous new opportunities," says Dave Ganulin, the CEO of KBC. For more information, contact the company at 800-847-SPIN; spinning.com. —

### *Power Systems, Inc.*

► Power Systems, Inc., has promoted Jason Eason to the position of vice president of sales. In that capacity, he'll manage the company's sales operations; establish and maintain dealer, commercial, and club chain relationships; implement strategies for expanding the company's customer base; lead all customer-support functions; and develop, manage, and guide the company's sales-related activities. Most recently, Eason headed the firm's commercial sales division. "Jason has been an important member of the Power Systems family for more than 11 years, and, with his vast knowledge, is a huge asset," says Julie Pauletto, the company's founder and president. For more information, contact the company at 800-321-6975; power-systems.com. —



VP Jason Eason

### *SPRI Products, Inc.*



Bill Ciszewski

► SPRI Products, Inc., has hired Bill Ciszewski as its national sales manager. In that role, he'll be responsible for managing accounts in the specialty fitness retail, government retail, and international channels. A fitness-industry veteran, Ciszewski spent seven years at Life Fitness, serving most recently as the territory manager of its Canadian specialty fitness and mass merchant retail markets; he was previously the account executive for its Midwest and West Coast regions. "Bill is a talented, experienced sales professional who's enthusiastic about fitness, our industry, and the SPRI brand," says Pat Miles, the director of sales for SPRI. For more information, contact the company at 800-222-7774; spri.com. —



## NEW MEMBERS

### California

#### B2BE SPORTS & WELLNESS

851 Showroom Place  
Ste. 104  
Chula Vista, CA 91914  
619-754-6812  
Ms. Eva White

#### KMW INTERNATIONAL TRAINING CENTERS

11400 W. Olympic Blvd.  
Los Angeles, CA 90064  
310-477-9977  
Mr. Jay Mallen

#### KMW INTERNATIONAL TRAINING CENTERS

15250 Ventura Blvd.  
Sherman Oaks, CA 91403  
310-477-9977

### Colorado

#### GOLD'S GYM

3229 I-70 B  
Clifton, CO 81520  
970-523-4500  
Mr. Bryce Berry

### Indiana

#### PLANET FITNESS

1326 Central Ave.  
Indianapolis, IN 46202  
317-893-2775  
Mr. Michael Campagnolo

### Kentucky

#### N2 FITNESS

121 Casey St.  
Ste. F  
Campbellsville, KY 42718  
270-579-0086  
Mr. Walt Hensel

### Maryland

#### SPUNK FITNESS

1711 Monkton Farms  
Monkton, MD 21111  
410-472-1340  
Mr. Bernie Caplan

### Mississippi

#### SNAP FITNESS

1903 B University Ave.  
Oxford, MS 38655  
Mr. Todd Bossier

### New York

#### SNAP FITNESS

3976A Lockport Olcott Road  
Lockport, NY 14094  
Mr. Paul Hackett

### North Dakota

#### SNAP FITNESS

5775 Country Road 26  
Kindred, ND 58051  
701-757-7627  
Ms. Renee Anderson

### Tennessee

#### ELITE SPORTS ACADEMY AND FITNESS

435 E. Main St.  
Ste. B  
Savannah, TN 38372  
731-438-3252  
Mr. Chad Harville

### Texas

#### LANDSHARK FITNESS

14329 Northwest Blvd.  
Corpus Christi, TX 78410  
361-387-7555  
Mr. Robert Mitchell

### IHRSA Membership Eligibility Standards

Members of the association must comply with IHRSA's baseline health, safety, and ethical standards. To learn more, visit [ihrsa.org/standards](http://ihrsa.org/standards) or contact IHRSA at 617-951-0055.

### Wisconsin

#### XPERIENCE FITNESS \*

12575 W. Capitol Blvd.  
Brookfield, WI 53005  
262-754-3300  
Mr. Jon Barton

#### XPERIENCE FITNESS \*

2885 N. Mayfair Road  
Milwaukee, WI 53222  
414-258-4066  
Mr. Jon Barton

#### XPERIENCE FITNESS \*

6706 W. Greenfield Ave.  
Milwaukee, WI 53214  
414-454-0019  
Mr. Jon Barton

#### XPERIENCE FITNESS \*

8601 S. Howell Ave.  
Oak Creek, WI 53154  
414-570-0100  
Mr. Jon Barton

#### XPERIENCE FITNESS \*

S31 W24895 W. Sunset Drive  
Waukesha, WI 53189  
262-522-3777  
Mr. Jon Barton

### Australia

#### PIRLO GROUP—GENESIS FITNESS CLUBS

15 Curry St.  
Merewether,  
New South Wales 2291  
(61) 041-032-9499  
Mr. John Pirlo

#### SNAP FITNESS

22 Stoddard Road  
Mount Roskill,  
Australian Capital Territory 1041  
Mr. Dan McCarthy

#### SNAP FITNESS

The Gateway  
Shop 6 Plenty Road  
Preston, Victoria 3072  
Mr. Glenn Rich

#### SNAP FITNESS

Turbot St. and Boundary St.  
Spring Hill, Queensland 4000  
Mr. David Noonan

#### SNAP FITNESS

9 Danks St.  
Waterloo, New South Wales 2017  
Mr. Jake Henley

#### SNAP FITNESS

Shop 7, 2-26 Rossack Drive  
Waurin Ponds, Geelong, VI 3218  
Mr. Allan Bowman

### Austria

#### STARS FITNESS

Doktor Adolf Scharf Str. 10-12  
St. Polten, A-3100  
(43) 027-423-2770  
Mr. John Harris

#### STARS FITNESS

Rennweg 33b  
Ecke Ungargasse  
Vienna, A-1030  
(43) 01-253-0050  
Mr. John Harris

### Canada

#### CATALYST KINETICS GROUP

7865 Edmonds St.  
Burnaby, British Columbia  
V3B 1B9  
604-254-7687  
Mr. Graham Duthie

#### SNAP FITNESS

6102 50th St., No. 103  
Leduc, Alberta T9E 7L2  
Mr. Mike Coderre

#### SNAP FITNESS

3725-56 St.  
Unit 1840  
Wetaskiwin, Alberta T9A 3A5  
Mr. Corey Dalton

#### Finland

##### GOGO HERMIA \*

Insinöörikatu 41 B  
Tampere, 33720  
(358) 010-287-1430  
Ms. Vuokko Vahatalo

#### France

##### KARINE FITNESS PASSION

22 rue du 4 Septembre  
Bourg en Bresse, 01000  
(33) 6-230-8619  
Mrs. Karine Labussiere

#### New Zealand

##### SNAP FITNESS

8-10 High St.  
Rangiora, CA 7400  
Ms. Jo Hawley-Smith

#### Norway

##### ACTIC NORGE

Storgata 38  
Oslo, 182

##### ACTIC NORGE

Gardsveien 9  
Oslo, 952

##### ACTIC NORGE

Helgesens, Gate 90  
Oslo, 563

##### ACTIC NORGE

Kjolnes Ring 60  
Porsgrunn, 3918

##### ACTIC NORGE

Lokketangen 10  
Sandvika, 1337

##### ACTIC NORGE

Saupstadringen 13  
Saupstad, 7078

##### ACTIC NORGE

Gulsetringen 165  
Skien, 3727

##### ACTIC NORGE

Tertnesveien 31  
Tertnes, 5113

#### Spain

##### TREVOL GESTION

Juan Gris 10-18  
Torres Cerda  
Edificio Central Planta 7A  
Barcelona, 08014  
(34) 65-691-9966  
Mr. Jose Feu Hereu

##### TREVOL LLEIDA

Av. Tortosa, 84  
Lleida, 25005  
(34) 65-691-9966  
Mr. Jose Feu Hereu →

\* Indicates participation in  
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### MONTHLY

IHRSA Online Education  
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For details and topics, visit:  
[ihrsa.org/webinars](http://ihrsa.org/webinars)

### JUNE 6

Elevating Your Member Experience:  
Engagement & Communications in a  
Changing World

[ihrsa.org/webinars](http://ihrsa.org/webinars)

### SEPTEMBER 5–7

14th Annual IHRSA/Fitness Brasil Latin  
American Conference & Trade Show

São Paulo, Brazil

[ihrsa.org/fitness-brasil](http://ihrsa.org/fitness-brasil)

### OCTOBER 2–3

NEHRSA/IHRSA Fall  
Conference & Trade Show

Hartford, Connecticut

[ihrsa.org/nehrsa](http://ihrsa.org/nehrsa)

### OCTOBER 17–20

13th Annual IHRSA European Congress

Madrid, Spain

[ihrsa.org/congress](http://ihrsa.org/congress)

SAVE THE DATE!

### MARCH 12–15, 2014

IHRSA 2014 33rd Annual International  
Convention & Trade Show

San Diego, California

[ihrsa.org/convention](http://ihrsa.org/convention)

## 2013 Industry Events

### JULY 15–17

2013 Gold's Gym  
International Convention  
& Trade Show

Las Vegas, Nevada

[goldsgym.com](http://goldsgym.com)

### JULY 17–18

MACMA Annual Conference

Ellicott City, Maryland

[macmaclubs.org](http://macmaclubs.org)

### JULY 21–23

2013 Fitlife Conference

Bend, Oregon

[fitlifefitness.com](http://fitlifefitness.com)

### AUGUST 7–11

2013 IDEA World  
Fitness Convention

Los Angeles, California

[ideaifit.com](http://ideaifit.com)

### AUGUST 14–18

canfitpro International  
Conference and Trade Show

Toronto, Ontario, Canada

[canfitpro.com/toronto](http://canfitpro.com/toronto)

### AUGUST 15–17

9th Vitality Wellness  
and Fitness Convention

Johannesburg, South Africa

[ssisa.com](http://ssisa.com)

### SEPTEMBER 18–19

Health & Fitness Business

Las Vegas, Nevada

[healthandfitnessbiz.com](http://healthandfitnessbiz.com)

### SEPTEMBER 24–26

Leisure Industry Week (LIW)

Birmingham,

United Kingdom

[liw.co.uk](http://liw.co.uk)

### SEPTEMBER 24–26

SIBEC North America

Tucson, Arizona

[sibecna.com](http://sibecna.com)

### OCTOBER 1–3

Snap Fitness  
International Convention

Las Vegas, Nevada

[snapfitness.com](http://snapfitness.com)

### OCTOBER 12–13

Brisbane Fitness and  
Health Expo

Brisbane,

Queensland, Australia

[brisbanefitnessexpo.com.au](http://brisbanefitnessexpo.com.au)

### OCTOBER 23–25

Club Industry

Chicago, Illinois

[clubindustryshow.com](http://clubindustryshow.com)

### NOVEMBER 21–23

Athletic Business  
Conference + Expo

San Diego, California

[athleticbusinessconference.com](http://athleticbusinessconference.com)

## COMING SOON IN

# CLUB BUSINESS INTERNATIONAL

► **Augie's Update:** Industry pioneer Augie Nieto discusses his personal and professional battle with amyotrophic lateral sclerosis (ALS)

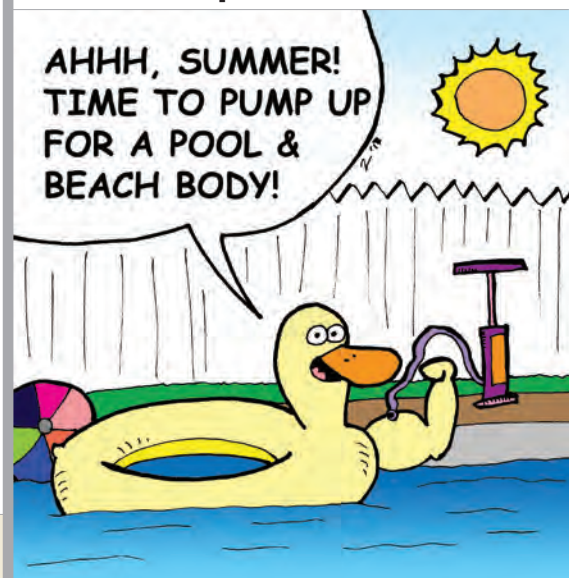
► **Seeing Action:** IHRSA's Joining Forces Network (JFN) is aiding the families of deployed members of the National Guard and Reserves

► **IHRSA Global 25:** CBI's annual listing and expert analysis of the world's largest and fastest-growing health club companies

► **Fault finding:** CBI identifies the many matters that can make locker rooms problematic and explains how to avoid or fix them

► **PT Payoff:** The Maryland Athletic Club (MAC) has discovered how to deliver the only thing that members want—real results

## Out of Shape by Stan Tran



.org

To obtain complete details about, or to register for, all IHRSA events, log on to [ihrsa.org/meetings](http://ihrsa.org/meetings).

# Together We're Stronger! Together We're Better!



*"IHRSA Public Policy functions as a sentinel that's watching out for all of us, alerting when there's a need for defense, rallying when there's an opportunity for proactive initiatives. It would be nice if more clubs were engaged in public policy. We could do more for the industry overall with more involvement. **Together we're stronger.**"*



*– Bill McBride, President of Club One  
Chairperson of the IHRSA Board 2012/2013*

*"IHRSA is actively promoting the benefit of exercise in our clubs. They're lobbying on our behalf for favorable programs and legislation. They're fighting in our defense against all sorts of issues that would be detrimental to our clubs and profitability. **We need more clubs to join us, to make us stronger, to increase our voice and to share their passion beyond their immediate business.**"*



*– Brent Darden, Owner and General Manager of TELOS Fitness Center, Dallas, TX,  
Chairperson of the IHRSA Board 2013/2014*

As the only organization that represents the interests, opportunities and voice of the health club operator, IHRSA fights for your business every day. All of IHRSA's Advocacy, Industry Promotion and Activity Promotion efforts are carried out with the primary interest of increasing the profitability of IHRSA Member Clubs.



## LEARN MORE AND GET INVOLVED

Visit [ihrsa.org/industry-defense](http://ihrsa.org/industry-defense) or contact Meredith Poppler at [mpoppler@ihrsa.org](mailto:mpoppler@ihrsa.org) or 800.228.4772, ext.129.





Business Opportunities

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Do you want to sell your club?

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**Shane Massey, 469-288-6249**  
**masseyshane@aol.com**  
**FitnessClubBusinessBroker.com**

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- The 2013 IHRSA Employee Compensation & Benefits Report
- The 2012 IHRSA Profiles of Success
- The 2012 IHRSA Latin American Report: Size & Scope of Key Health Club Markets (available in English, Spanish or Portuguese)
- The 2011 IHRSA International Report: Size & Scope of Key Health Club Markets
- Professional Development and Management Videos (Sales, Service & Marketing)

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International Health, Racquet & Sportsclub Association





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~ Laura Klein, Wellness Director – The Thoreau Club



## Join us for:

### ELEVATING YOUR MEMBER EXPERIENCE: ENGAGEMENT & COMMUNICATIONS IN A CHANGING WORLD

**Thursday, June 6 | 2:00pm-3:30pm (EDT)**

**Presented by Stephen Ready, President & CEO, VCT Communications**

- Examine member communication preferences.
- Identify the channels that are most effective for specific member groups in driving member engagement and enhancing the overall member experience.
- Navigate the complexities of today's communications landscape, identifying the positives and negatives associated with today's most frequently used channels, including social media and social networks.
- Understand how to better warehouse member preferences, initiate "feedback loops", and deliver more personalized communications, programming and benefits to meet evolving member expectations.



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### MEASURING MEMBER LOYALTY: BENCHMARKING YOUR CLUB USING IHRSA RESEARCH

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**Thursday, June 20 | 2:00pm-3:30pm (EDT)**

**Presented by Melissa Rodriguez, Senior Research Manager, IHRSA and Phil Bonomo, Director, The Retention People, North America**

- Gain an understanding on how to measure member loyalty.
- Review the Net Promoter Score (NPS) tool.
- Discover NPS benchmarks for the health club industry.
- Learn how you can benchmark your club's member loyalty score against competitors.



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# New IHRSA Resources Increase Clubs' Business

IHRSA is constantly adding to its long list of educational resources to help your business become more successful and profitable. This invaluable member benefit is a treasure trove of knowledge and experience that can't be obtained anywhere else. So, occasionally, I like to call your attention to some of the most popular titles.

The following is just a sampling of what you'll find at [ihrsa.org/store](http://ihrsa.org/store).

- **IHRSA 2013 MP3 recordings:** You can now download audio recordings from IHRSA's 32nd Annual International Convention & Trade Show, held in March in Las Vegas. Dozens of titles encompassing a wide range of topics are available

for just \$20 each, or \$499 for the full set. Take time to browse—and access—recordings from 2010 and earlier, which are free to IHRSA members!

- **IHRSA Webinars:** Use these Web-based seminars to share information with your entire staff. Recent titles include *Creating Member Loyalty with Service Excellence*, *Social Media—Friend or Foe?*, and *Strategies to Increase Personal Training Sales*. They're just \$49 each.

- **The 2013 IHRSA Employee Compensation & Benefits Report:** This publication provides compensation information for dozens of health club job titles by geographical region, company type, and size with respect to annual sales. The cost: \$199.95.

- **Sales, service, and marketing videos:** Use these 12 informative videos to train your staff about every aspect of club marketing, sales, and member service; they range in price from \$52.46 to \$59.95, depending on format.

- **The 2012 IHRSA Profiles of Success: The Annual Industry Data Survey of the Health and Fitness Club Industry:** This comprehensive document provides detailed information about

club benchmarks and other performance metrics, including membership traffic and growth, facility reinvestment, expense management, and more. The price: \$199.95.

- **The IHRSA Health Club Consumer Report: 2012 Health Club Activity, Usage, Trends & Analysis:** This report provides detailed insight into the participation trends of both member and nonmember consumers of U.S. health club services. It's priced at \$79.95.

- **Get Active! magazine:** This exciting, motivational magazine is written specifically for health club members, prospective members, and guests. Order the standard edition (\$79 for a box of 100 copies) or the special Anytime Fitness edition (\$89 per box) of the new Spring/Summer 2013 issue.

- **The 2012 IHRSA Latin American Report: Size & Scope of Key Health Club Markets:** Available in English, Portuguese, or Spanish, this is a comprehensive study of the key Latin American club markets. The publication, sponsored by HOIST Fitness Systems, Inc., was produced in collaboration with Mercado Fitness, in Argentina, and supported by Fitness Brasil. The price: \$74.95.

- **The 2011 IHRSA International Report: Size & Scope of Key Health Club Markets:** This comprehensive, highly regarded report, sponsored by Life Fitness, focuses on the fast-growing Asia-Pacific industry, as well as several key health markets in Europe. It sells for \$995.

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— Joe Moore, [jmoore@ihrsa.org](mailto:jmoore@ihrsa.org)

Tracy Powell



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