

Norm Cates'

# CLUB INSIDER

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## How Donna Krech's Near Death Diagnosis Became The Wealth of Wellness System



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# CLUB INSIDER

CELEBRATING 27 YEARS OF TRUST

## How Donna Krech's Near Death Diagnosis Became The Wealth of Wellness System

By: Donna Krech & Norm Cates

This month's amazing Cover Story is being presented to you for one purpose, and that purpose is to *save lives*. Pure and simple, to *save lives*. It's my belief that, should the reading of this article result in even one of our readers pursuing the ideas contained herein, and *saving just one life*, then this Cover Story will have accomplished our goal.

This Cover Story is composed of two parts. **Part I** was written by **Donna Krech**, our *long-time friend* and **Club Insider Advertiser** and **Contributing Author**. Be sure to see **Donna's Wealth of Wellness Ad** on **Page #11** of this edition. **Part II** was written and is presented to you by yours truly via transcription of a telephone interview I had with Donna about her amazing near-death experience. You will see some overlap and between both parts, but I urge you to read on.

The reason I urge you to read on is so you will be able to help anybody in your life --family, friends or any of your club members-- who you believe are suffering from the same problems that were plaguing Donna Krech before she got her lifesaving help, which you are about to learn about. Then, apply what you learn here to help yourself or any person you feel needs help. I believe you will be glad you did! Take your time. Read this Cover Story very carefully, and keep it so you can pass it on to others in your life. *THEY will be glad you did!*

### Part I

By: Donna Krech

What if I told you that a disappointment is a divine appointment? I don't think there are any coincidences. I just don't believe in them. Stop and think about disappointments you've had. Things you've been through in business, finances, marriage, parenting, with your health, your weight loss, your fitness, your appearance, free time, friendships, *whatever*.

I want you to think about something that was a disappointment, because what I'm about to prove to you, in a very short amount of time, is there is no such thing as a disappointment! The biggest proof I can cite is this story you are reading right now, is me.

At one point not all that long ago, I was dealing with some big-time health issues. At the end of it all, my specialist said to me, "Donna, the next phase is death." In other words, I was told I was going to die!

I didn't tell anyone outside of my immediate family because I didn't want to claim the words. A memory that will be forever burned on my brain is of my son and daughter sitting with me as I told them what I had been told. I can still see it now, in my mind's eye, telling them the words that had been spoken to me.

I was so weak that I literally could not use a hand can opener. I was so exhausted that I could barely lift my head. The pain that ran through every part of my body was indescribable.

I missed a LOT of things that mattered to me. I had to say "No" to family time; "I can't help" to events where help was asked of me; "I just can't go. I need



(L to R) Ritchie Gullede, Shelby Jamis, Ginger Robson, Chandi Krause, Linda Gonzales, Rodney Wassen and Lisa Wood

to stay home" to travel and so many other places I longed to be.

I vividly remember crying, as I lay on the couch, paralyzed by pain, knowing I was missing time with people I wanted to be with. But also, because the thoughts running through my mind were, "Is this it? Am I truly dying now? Is this number of years all I get on this planet? Have I made these years matter?"

As tears ran down my cheeks, my body felt like I was 96 years old, and my spirit felt a heaviness I want no one else to experience, ever. I felt beaten. I was in a state of illness, followed by depression that I can't find words to explain.

Then, one day, I changed my mind. I sat up and declared, "No! God is not done with this girl yet!" I decided whatever this was, it wasn't going to get me. I KNEW there had to be an explanation... and I began to do in depth research.

Before I had a plan to follow, though, I got worse. I personally believe the enemy of my purpose was trying to convince me I was dying and there was nothing I could do about it. He's a liar! I told him so, and I kicked the plan into gear.

**Fast forward to today...**

(See *Wealth of Wellness* Page 10)

## Inside the Insider: Edition #313

- Exercise IS Medicine! - By: Mike Alpert
- Why Women Aren't a Trend; They're a Necessity - By: Melissa Knowles
- Are You Harnessing the Collective Genius in Your Organization? - By: Karen Woodard-Chavez
- Don't Even Think of Calling Them "Boutique Gyms!" - By: Thomas Plummer
- Primary Health Club Legal Risks and Considerations - By: Paul R. Bedard, Esquire
- Fitness Retail Finds Recovery At The Bar - By: Nancy Trent
- American College of Sports Medicine Publishes Annual List of Fitness Industry Trends
- The ABS Company Signs 100-Club Deal for Booty Coaster With World Gym Taiwan
- Planet Fitness Reaches 2,000th Location Milestone
- And, of Course, *Norm's Notes*

## Norm's Notes

■Hello Everybody! This is your Club Insider Publisher and Tribal Leader Since 1993 checking in with our 313th monthly edition of Club Insider, the first edition of our 27th year of publishing! WOW! My son and great partner in Club Insider, JUSTIN CATES, and I, want to wish you, your family and your club team a very Healthy and Happy 2020! We hope 2020 will be a great year for you and your family, and that each day will be filled with happiness in your life!

■Is America a GREAT country, or what? In my humble opinion, yes, it is! Each month, when I begin these Norm's Notes, I stop and think... *hmm...* Maybe, I should quit writing these comments of my opinion to my readers because maybe there are readers out there who don't agree with me. Maybe some of you DON'T think America is great. Well, *IF* that's how you feel, then more power to you! One of the really great things about your feelings is that you have a right to them in America... *AND*, you have the right to express them wherever and whenever you want. *AND*, I have the right to disagree with you! So, God Bless You All, and God Bless America!

■DONNA KRECH, the "DISRUPTOR," as she has been nicknamed by others, is a 30+ year veteran of our industry, and she is a very special person who's done an awful lot of good for her Lima, Ohio community and our industry in

general, worldwide. Donna has earned this "DISRUPTOR" nickname because she has steered her career in directions that are very different than what typical and basic health club operators pursue. This month, we present Donna Krech, the "DISRUPTOR'S" second Cover Story, which is being presented for one primary purpose: **TO SAVE LIVES!**

I've been at this Cover Story production business for 27 years now folks, and I will tell you now that I view what we've produced in this month's Cover Story about Donna Krech as an **IMPORTANT and SIGNIFICANT Cover Story** (Keep in mind we've published 313 monthly printed editions of Club Insider since 1993, so my statement "Telling-It-Like-It-Is" about this amazing Cover Story is one you can take to the bank!)

In Donna's amazing story about surviving near death, you will be provided with information that might save your life or the life of someone in your life who's very important to you. This article will help thousands and thousands of people across America, and around the world, avoid unnecessary and premature deaths. I, for one, **IF the good Lord is willing, will celebrate my 74th birthday on January 17th, so I certainly have a great deal of interest in the idea of avoiding kicking the bucket prematurely.** So, I hope all of you will really dig into and study Donna Krech's Cover Story that begins on **Page #3.**

■IHRSA San Diego is coming up fast on **March 18 - 21, 2020**, and if you're not planning to attend, I urge you to *reconsider*. I say that because this will be IHRSA's **39th Annual Convention and Trade Show**, and clearly, it's the most significant industry convention and trade show in the world every year now. Not to mention that it's again being held in the world class convention city, **SAN DIEGO, CALIFORNIA!** So, I urge you to go to [www.ihrsa.org/convention](http://www.ihrsa.org/convention) and sign up to attend this special time for all of us who dedicate our lives to our great industry. **Stay Tuned, Folks!**

■Speaking of IHRSA, our friends, **PETE MOORE** and **DAVID GANULIN**, of **Integrity Square**, and our **Page #5 Advertiser (to the right)**, are once again having a **Cocktail Party/Networking Event at IHRSA San Diego. Integrity Square is a Results Driven Financial and Strategic Advisory Boutique**, and their **Cocktail Party/Networking Event** will be on **Thursday, March 19, 2020 at the Omni Hotel lobby, right across the street from the San Diego Convention Center, the same location as last year.** Go to [www.integritysq.com](http://www.integritysq.com) to RSVP.

■Before I do my *yearly very tough duty* of remembering those in our industry we lost last year, I'm pleased to wish **MR. RAY WILSON** a very **Happy 92nd Birthday!** Mr. Wilson is well on his way to his goal of living to be 100 years old, and I wish you



Norm Cates

well, Mr. Wilson.

■If you're a regular Club Insider reader, you know that, **every year, in our January edition, I remember those we've lost from our industry during the past year.** I am sorry to report that we lost the following very special people during 2019:

●**KEN MELBY** was one of our industry's earliest pioneers with his industry involvement going back to the 1950s. Ken was born on **August 31, 1929**, and he passed away on **January 22, 2019 at age 89.** Ken had worked with several partners over the years. His best partnership (See *Norm's Notes Page 7*)

### About Club Insider

## CELEBRATING 27 YEARS OF TRUST

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**C**

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# Exercise IS Medicine!

By: **Mike Alpert**

Welcome to **2020: A New Year** and a new decade! I hope that everyone reading my article this month had a very Merry Christmas, a Happy Hanukkah and a joyous New Year. For my first article of this New Year, I want to share a story with you about an incident that I had near the end of 2019, an incident that had a profound effect on me.

One day just prior to Thanksgiving, I decided to go out to lunch, and while walking to my car, I heard someone yelling out my name. As I looked in the direction of the voice, I saw a small woman walking towards me. As she approached, I recognized her as a long-time member of our club who is in her 80s. Her name is **Monique Saigal**, and she wanted to discuss a \$39 charge to her account for enrolling in a *Personal Training EFT Membership* that she did not feel was fair. I told her that I could not reverse it but that I would take her out to lunch anywhere

she wanted to go, promising that the lunch would make up for the charge. She chose a small French restaurant near the club, and this is **Monique's** story:

Monique has been a professor of French literature films and culture at *Pomona College* for over 45 years and is now **Emerita** (Emerita is a woman who is the former holder of an office, especially a female college professor having retired but allowed to retain her title as an honor).

Monique was born in Hungary in 1942 and was being raised by her grandmother, **Rivka Leiba**. On August 24th, fearing for Monique's life, she threw her on a train carrying non-Jewish children whose fathers like Monique's had died in the war. An organization called, "the house of the prisoners," helped war widows by sending their children to spend a one-month vacation with a host family in Southwest France. All the children had their names and ages on a nametag, but Monique did not, as her grandmother

feared that, if the train fell into the hands of the Nazis, they would send Monique to a concentration camp. Scared and alone, Monique arrived at the train station and was the only child left on the train platform after all the other children had been picked up by their host family. However, a young Parisian woman by the name of **Jacqueline Baleste**, who had come to pick up a 10-year-old boy and did not show up, saw Monique crying and screaming and thought that, "this is my gift from God." She embraced Monique and brought her home where she raised Monique and hid her from the Nazis. Monique was baptized and raised Catholic for fear of surrounding Nazis in this occupied zone. One month later, on September 30th, 1942, Monique's Grandmother was gassed at Auschwitz.

Monique has been honored by the *State of Israel* and the *State of California*, and a presentation was held on January 8th at our club. After we announced her presentation in December, 100 members signed up to hear her share her story. This was 30 days *prior* to the event. In order to accommodate everyone, I moved the event to our Group Exercise studio.

You are probably wondering what this has to do with **Exercise IS Medicine**. For one thing, with all the terrible events and anti-Semitism that still exists in the world, I think that it's necessary to share what she has endured and conquered and



Mike Alpert

to tell you that, in her 80s, she still plays tennis and works out almost daily. Monique lives independently and is still sharp as a tack. She attributes this to staying active and eating healthy foods. She reads and writes books which she feels contribute to her mental capabilities, and she is a social butterfly. Clearly to Monique Saigal, **Exercise IS Medicine!**

*(Mike Alpert is CEO and President of The Claremont Club in Claremont, California, and he can be reached at [malpert@claremontclub.com](mailto:malpert@claremontclub.com). Check out [www.claremontclub.com](http://www.claremontclub.com).)*

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## ...Norm's Notes

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was with **RON HEMELGARN**, and that partnership endured for 52 years.

•**JEFF EVERSON** passed away on **February 28, 2019** at age 68. Jeff Everson was the **Owner of Planet Muscle Magazine** and one-time editor-in-chief of **Muscle & Fitness**. A bodybuilding and powerlifting competitor, at his peak, Everson won the **Masters Nationals, NCP bodybuilding competition** and placed **6th in the Master Division**. His ex-wife, **CORY EVERSON-DONIA**, was a renowned female bodybuilder.

•**WARREN WERTHEIMER, 85**, of San Rafael California, passed away on **April 20, 2019**. Warren was born **December 6, 1933** in Brooklyn, New York, to **MILDRED** and **IRVING WERTHEIMER**. He lived a full and active life until his very last two days, when he suffered a tragic fall and died peacefully after being wished farewell by many of his friends and family. Warren described himself as a *father of two, grandfather of four, student of A Course In Miracles, Harvard Lawyer, Millionaire former owner of a Multisport Family Club business, psychic, firewalker, motivational speaker, and consultant.*

•**BOB FITZGERALD** - Here's what my good friend, **ALAN SCHWARTZ**, had to say about his long-time friend, **Bob Fitzgerald**, also known as **FITZ**: "The following are words I have written about our very dear friend, Bob Fitzgerald. They don't come better than Bob Fitzgerald... a trusted partner, adventurous trail blazer and Renaissance Man. He expressed his artistic side when using his architect's degree to design; demonstrated his athleticism as a Notre Dame tennis letterman and proficient racquetball player and demonstrated his willingness to trail break by building, partnering and operating the first three racquetball clubs in Chicago. In addition, for many years, Fitz was **COO of Tennis Corporation of America**. He was a **Founder of the National Court Club Association (NCCA)**. Fitz shared graciously what he learned with others in our industry and was both popular with and admired by his peers. Fitz was predeceased by his wife, **JANE**, the love of his life, and he is survived by his sons **JOHN, ROBERT** and **KEVIN**, and daughter, **JULIE**, as well as many grandchildren."

•**ED VEASEY**, a **Co-Founder of Cedardale Health and Fitness** in Haverhill, Massachusetts, died on **June 27, 2019**. Ed, who oversaw Cedardale's founding, growth, disaster and rebirth, died in the company of his family at his home on Brockton Avenue. **Born February 17, 1930** to **DECIA** and **ARTHUR HALE VEASEY**, he grew up with three siblings. Ed, with his wife and two business partners, founded

Cedardale, the Boston Road fitness club, in 1971. They grew the four-court tennis club into a multipurpose Merrimack Valley fixture. Veasey, still at the helm of Cedardale, managed with his family the recently-completed, two-year rebuild following a fire in winter of 2017.

•**FRANK A. EISENZIMMER** passed peacefully, surrounded by family, on **August 1, 2019**, at the age of 83. Frank was born in Devil's Lake, North Dakota on **April 12, 1936** to **FRANK** and **FRANCIS (WELK) EISENZIMMER**. The family moved to Oregon during WWII. He married his high school sweetheart, **MYRNA** (Houghton) in 1956. Early on, Frank found a love for fitness and health. Shortly out of high school, he created a workout space in his dad's barn. He actually made his own weights out of concrete in coffee cans. He invited friends to come train with him... the start of a later career. Frank's was a life well lived. His family feels grateful and so proud of him. Frank is survived by his loving wife of 63 years, Myrna, brother **DANIEL** (Sharon), sister **DARLENE LEFEVERE**, son **MARK** (Debbie), daughters **KRISTY WOODCOCK** (Michael) and **KAREN BUTZER** (Rod), 10 grandchildren and 13 great-grandchildren. Frank's family adored him and learned to work hard, play hard and love Jesus through his leadership. A Celebration of Life service was held August 28, 2019, at Good Shepherd Community Church in Boring, Oregon.

•**DENNIS Van der Meer, 86**, the **Founder of The Professional Tennis Registry (PTR)** died on **July 27, 2019**, in South Carolina. "Dennis was a mentor, friend, educator and advocate for countless tennis coaches around the world," said **DAN SANTORUM, PTR CEO**. "Dennis embodied the PTR manta, he truly **Made a World of Difference**." Indeed, Van der Meer dedicated his life to tennis, more importantly to coaching. He was the teacher among teachers, constantly seeking information on biomechanics, methodology and techniques. As an innovator in the field of tennis education, Van der Meer believed in sharing knowledge.

•**DR. GERRY FAUST, 77**, was born on **January 1st, 1942** in Minneapolis, Minnesota, and he passed away on **November 1, 2019**. "This great man was truly one of a kind... a true gentleman and a vastly experienced and extremely highly qualified man in his field who leaves huge footprints in the world of high-level management training and education for all who follow him. Some people journey through life and leave footprints wherever they go, footprints of love and kindness, compassion and courage, humor and inspiration, faith and joy. Dr. Gerry Faust was one of those very special people. Even when they're gone, we can still look back and clearly see the trail of greatness they've left behind, a trail bright with hope

that invites us to follow," said **Norm Cates, Club Insider Founder, Publisher and Tribal Leader Since 1993**.

**MAY KEN MELBY, JEFF EVERSON, WARREN WERTHEIMER, BOB FITZGERALD, ED VEASEY, FRANK EISENZIMMER, DENNIS Van der Meer** and **DR. GERRY FAUST** ALL REST IN PEACE.

■**RAYBOB GORDON**, my good friend in our industry for over 40 years now, and his beautiful wife, **SANDI**, were in touch with me recently with some great news. As the **Founder of Sales Makers**, Ray is truly

one of the greats in our industry worldwide. I'm happy and excited to announce that Ray's been honored in his community of **Idaho Falls, Idaho**, where he works as the **Director of Sales at STEVE VUCOVICH'S Apple Athletic Club**, as Ray's been elected to serve as **President of The Idaho Falls Chamber of Commerce**. Congratulations **RAYBOB!**

■**PHIL MASTERS, VP**, and **TODD HITTENMILLER** are with the **Vending. Com** company, based in Des Moines, Iowa. Let me tell you more about their  
(See Norm's Notes Page 8)



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## ...Norm's Notes

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company. The Vending.com company has been in business since 1931, and to me, that means they have to be doing a lot of things right! I invite you to check out their **Ad on Page #19**, and while you're there, think about what a great service for your members and staff their vending machines would be if you added them to your club(s). They could be welcome additions to your pro shop, your men's and women's locker rooms, your club lounge areas and even poolside. Plus, they have a special offer

right now that provides 0% financing so you will have no out of pocket expenses getting started. According to their website, the average annual revenue per machine is **\$4,416**. Check out [www.vending.com](http://www.vending.com).

■ **Club Insider is now seeking new CONTRIBUTING AUTHORS!** As we move into the **2020 New Year**, I'm reaching out today to you skilled thinkers and writers out there who enjoy thinking and writing about how the club business can be improved with the sharing of knowledge and experience. **We seek people who would like to share their thoughts**

**and ideas with our great industry by becoming one of our esteemed Club Insider Contributing Authors.** Please check out our **Club Insider Contributing Author Directory on Page #4** to see the names of our current **Contributing Author Team Members**. Clearly, this team is full of folks who're industry leaders and experts in their fields, and we are looking for two or three more generous experts to **join our prestigious Club Insider Contributing Author Team**. Contact me today by phone at **(770) 635 - 7578** or email at [norm@clubinsideronline.com](mailto:norm@clubinsideronline.com).

■ Speaking of our Club Insider Contributing Author Team, that brings to mind one of our long-time Club Insider Contributing Authors, the one and only, **DEREK BARTON**. Derek and I recently had an email exchange in which we were discussing the world of speakers, and he made a great point in which he shared the fact with me that **he has been a Keynote Speaker in our industry for many years**. Derek shared this with me so I could share it with you. His question was, **"What's Your Story?"** On that subject, Derek wrote: *"We all have a story, both personally and professionally. If we tell our story right, it could inspire people and open many doors. Told wrong, it could turn people off, and even become a deal breaker. Great marketers have the ability to tell an inspirational and powerful story about a product or service so that people become interested and want to buy that product or service. Whether you are a gym owner, manager, personal trainer, or group fitness or yoga instructor, learning how to tell your story effectively will lead you to great success!"* Well, my friend, **DEREK, I could not have said it better myself!**

■ **JUSTIN** and I want to say Thanks for

reading Club Insider!

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■ **God bless our troops, airmen and sailors worldwide and keep them safe. Thank you, Congratulations and Welcome Home to all of our troops who've served in Iraq, Afghanistan, and around the world. God bless America's Policemen and women and Firemen and women and keep them safe. God bless you, your family and your club(s). God Bless America! Laus Deo!**

*(Norm Cates, Jr. is a 44-year veteran of the health, racquet and sportsclub industry. Cates is the Founder and Publisher of Club Insider, now in its 27th year of publication. Cates was IHRSA's First President, and a Co-Founder with Rick Caro and five others, in 1981. In 2001, IHRSA honored Cates with its DALE DIBBLE Distinguished Service Award, one of its highest honors. In 2017, Cates was honored with Club Industry's Lifetime Achievement Award. Cates can be reached by phone at 770-635-7578 or email at Norm@clubinsideronline.com.)*

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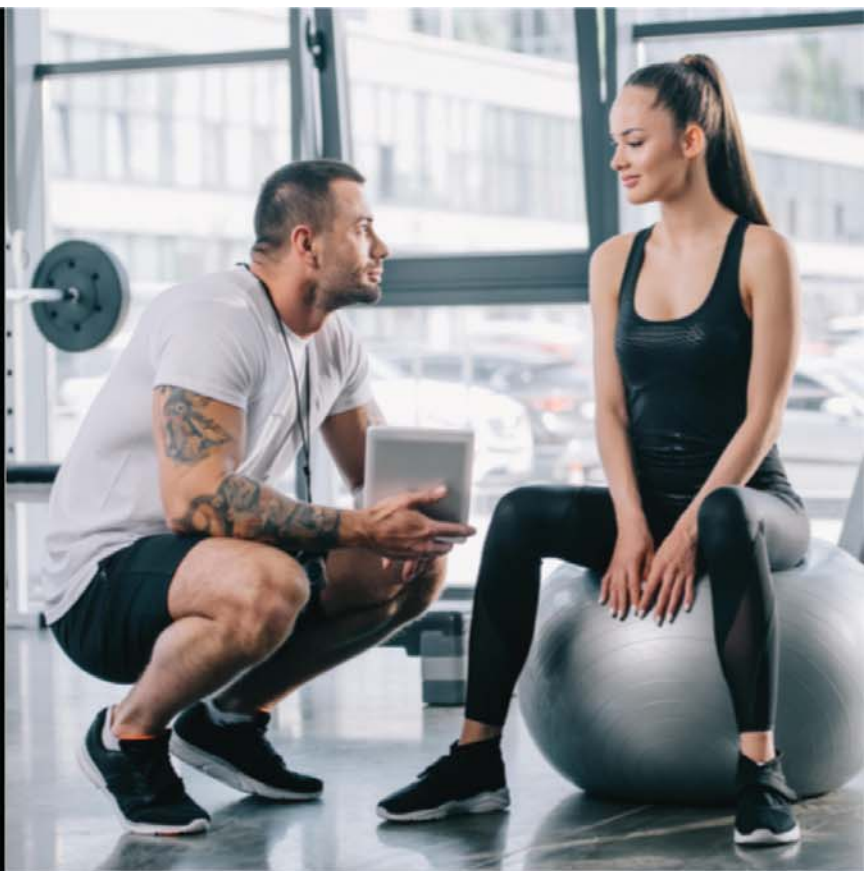
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## ...Wealth of Wellness

continued from page 3

The last time we checked, my labs were amazing. Now, my doctor tells me I look incredible. She's also told me she would never have believed I'd come back like this. I knew I'd gotten to where I felt good almost all the time, but when she told me my results, I cried right there in front of her. This time, the tears were the really good kind. I left walking on air!

I had been told I had 100% damage to key bodily functions and organs. I had been told all my labs and symptoms indicated multiple autoimmune diseases! I had been told my adrenals were so burned out that adrenal failure was next. Adrenal failure equals death. So, naturally, I was scared.

Today? I feel great! I am a believer in natural approaches to health because they saved my life! I had never been through anything that caused me to be so scared and certainly nothing that had ever caused me to face death. Now, I have. And, God has given me a very powerful story.

Stress was the root culprit behind my suffering. Too many of us, maybe even you, are literally dying of stress and don't even know it.

I WON'T be quiet. I WON'T stand down and be told, "Donna, you share too much," or, "You try too hard."

Nope, God's not finished with this gal! There are people to passionately love on, a life to wholly and fully live and a powerful message of hope to be shared! Watch out world, "I'm baaaack!" This is a story worth telling and a message worth sharing.

### Hormone Balance Results In 20 Pounds Lost in 30 Days Without Hunger or Muscle Loss

Due to everything I learned, we now provide a plan that shows individuals,

groups and organizations how to get rid of stress and balance hormones. In the process, they lose 10, 20, 40 and even 100 pounds. They tell us stories of getting rid of high blood pressure, irritability, headaches, night sweats, hot flashes and insomnia. Their blood sugar stabilizes, acid reflux is eliminated, and joint pain and inflammation disappear. And, more! It's AMAZING! And, our system has people automatically telling other people about it. That's why we call it **CONTAGIOUS WELLNESS!**

We will not tell you that you will get a specific result or that we can cure anything. But, within our program, you will learn of many stories from real people who've gotten real results! Those stories we can and WILL tell. These stories will give you hope for your own life. *More on this in a bit...*

Something great occurred after I went through wondering, "Why did this happen to me?" After going through every test, poke, prod, scan, x-ray and whatever... and they still couldn't figure out what my issue was... I learned about homeostasis. God designed the body to live in a place of homeostasis, and if you keep it there, it'll just sail right through life.

You won't age. Of course, you'll get older, but you won't feel or look old. We shouldn't buy into the lie that says, if we fall or have a health issue, that's simply due to the fact that we're getting older. *Hogwash!* We're supposed to feel fantastic until the day we go to our grave, but nobody tells us this, **and nobody tells us how easy it is to do.**

As my health investigations progressed, I found out I'd been suffering from adrenal burnout. It had been adrenal fatigue, it had moved to adrenal exhaustion, then burnout, and the next phase was death. That's where I was, but I didn't know it.

My background is fitness. Hence, I thought exercise fixed everything. You think, "Just move." But, I felt horrible. I was

in so much pain, I couldn't move, but I just *knew* exercise fixed everything. So, I would attempt to at least go for a walk.

I'd try. It would take me twenty minutes to get to my mailbox that was 15 feet away, and then, I'd have to sit down. If I did somehow gain enough strength to do a good run/walk, I would be down for two and a half days. That pattern repeated itself so often I became afraid of exercise because it would make me get worse. The symptoms would increase; the suffering would escalate, and my quality of life would decrease.

I couldn't walk. I couldn't turn a hand can opener. My skin looked like I was 90 years old. My voice began to sound like I was 90 years old. My hair was falling out in chunks.

I remember trying to take a step up on the back stairway of my house, holding onto the rail. Once I got my leg up to that stair, I couldn't even push up from the floor with my bottom foot. I remember blood running down my teeth. My gums just began to bleed, not just when I was flossing or brushing, but when I was just standing there talking with someone, blood would just run down my teeth. That's gross, right?

It was horrible, and I was terrified. I tried not to talk too much about how afraid I was, but the more it went on, the more I started talking about how afraid I was.

Then, came the change... from an unexpected source.

I was about to discover the fix for my health was also going to be the radical improvement for any and all health-related business models. My life was being saved and businesses were about to boom because of it.

This next statement always shocks people. Ready? *I've been in the weight loss business and fitness since 1982, and I absolutely hate the weight loss business!* I have the entire time I've been in it. Why? Because it's one dimensional.

I had tried to create something that would get people off the weight-loss hamster-wheel permanently. We put together a great program, and it worked for a good long time. But, it didn't give enough people, to suit me, a truly permanent lifestyle change. So, instead of solving the problem, we had become yet another of the statistics. Of people who lose weight, 95% to 97% gain it back again, and I was ticked about that! I mean TICKED! I couldn't take it anymore. I had to figure out a long-term solution for people!

In the midst of being so sick, I was struggling over what I wanted to do with my business. I knew fast-losses were very popular, but I'd always been trained fast-loss was dangerous. I'd always been told it would slow down the metabolic rate and destroy muscle. But, I kept looking for a way to bring about fast-loss that was safe.

Hormones were trending. I had already begun working with a sex hormone expert, as well as a world-class psychologist, and we had a dietician on our team for a long time.

Then came that disappointment/divine appointment thing. I started working with a stress hormone expert because of MY adrenal issues. Had I not been desperate, I would never have reached out to a stress hormone expert. I would have never known to do that.

### And, THAT changed everything!

As I worked with hormonal studies and applied what I was learning, I got all my energy and strength back, and I felt 21 again! Through addressing my own hormonal issues, a fast-loss program was created where no muscle mass is lost and no metabolic occurs! I've now lived what we provide for our members!

*My poor health became profit for all of us.* I never imagined that from being told, "The next phase is death, Donna," a transformational business system would be the result.

We have a sales funnel now that will transform industries! It crosses barriers into all wellness-related businesses. This program is ideal for a fitness center, a pharmacy, a chiropractic practice, in health coaching... anything wellness-related. We present a wellness business training system for those who want to be, and are willing to be, all about wellness.

One of our licensees, **Mary Clark**, told us, "Not only are people seeing amazing results from the **20/30 Fast Track**, the initial piece of this business system, the non-dues revenue piece, has generated nearly **\$200,000 in eight months!** These members are also sending their friends in to join, plus they continue on with the revenue generating **Listen To Your Body program**, which has built my receivables back up by the hundreds of thousands."

Another licensee, **Danielle Carr**, tells us she's seeing a 70% profit margin... yes, **SEVENTY PERCENT...** And, without one dollar spent on marketing!

Our *Wealth of Wellness Business Training Systems* show you how to add five new income streams that all feed one another. This system changes people's lives. It saves people's lives. It has added **\$1 million annually** to multiple facilities that have applied it. I've been part of this industry for over 30 years, and I can tell you that this system is now proven. Now, listen, I can't claim that you're going to add \$1 million, but I can tell you that, in the clubs (See *Wealth of Wellness Page 12*)



**C.O.R.E. Team Members Character: Organization of Time. Relationships. Execution.**  
(L to R) Vinney Pigue, Operations; Nina Hersherberger, Publishing; Colby VanTassle, Reseller & Business System Sales; Sandy Esterle, Licensee Training; Beth Hammond, Online Programs; Terry Kirkendale, Accounting; and Donna Krech, Founder/CEO. Not pictured: Jeff Davis, Jake Pigue and Chastity Butterfield



Weight Loss • Wellness • Nutrition

advice, etc.

*This non-dues revenue model has generated nearly \$200,000! These members are also sending their friends in to join plus they continue on with the revenue generating Listen To Your Body program, which has built my receivables back up by the hundreds of thousands.*

*They aren't just leads. Because of 2030 FastTrack, the moment a person contacts us they are literally ready to buy from our club.*

**MARY BETH  
& JOHN CLARK**



## “I Literally Get A Text Or Call Every Day From Somebody Wanting To Join!”

*As if the devastation to our club from hurricane Katrina wasn't enough, what really almost took us out was how much competition was moving in between the big box club, a couple of smaller club chains, (one that opened at my back door) and then a new wellness center. We were trying to survive, but this left us with no leads, no revenue and certainly no profit.*

At the same point in time our economy had taken a devastating hit and people were losing their jobs by the hundreds and I was even facing laying off some of my own team. I had to find something that would overcome the low-price club options, bring people through my door and save my club.

I started looking for that missing piece that would diversify us from the traditional fitness club and provide an additional revenue stream. I wanted something that would truly help people, allow me to do what I

love and still make money doing it.

You may not have had a hurricane Katrina, you may not have had a big box club take over your town or another gym open on your doorstep, but I bet the idea of having someone reach out to you every single day wanting to join appeals to you.

I started searching for options that would diversify my business from the traditional fitness club and truly help people get results. Because in the fitness business, people can exercise forever and never change. I wanted something that truly would help people see real results and at the same time, make money doing something I thoroughly love. When I learned about 2030 FastTrack I felt it was the missing piece I was looking for that was really going to save my company and set us apart from everyone. I thought to myself, if anything could save us this would. It truly was the missing piece and I was right!

Becoming a part of 2030 FastTrack did in fact save our company. It saved us financially. Remember, we were coming out of a few tough years and the revenue I was getting from my membership base had dropped.

2030 FastTrack didn't just cover its own expenses, it helped me to pay for the bills from my club as well.

2030 FastTrack has people coming to us every day ready to join. They aren't just leads. Because of 2030 FastTrack, the moment a person contacts us they are literally ready to buy from our club.

I'm not even marketing yet, it really is all coming from referrals.

Not only are people seeing amazing results from the 2030 FastTrack, this non-dues revenue model has generated nearly \$200,000! These members are also sending their friends in to join plus they continue on with the revenue generating Listen To Your Body program, which has built my receivables back up by the hundreds of thousands.

Thirty-six years ago I got into the fitness business to change people's lives... To help people to be healthy and happy. But, I did not have the formula to do it until 2030 FastTrack. Adding 2030 FastTrack has created a different model of a gym for me that has people walking through the door ready to join.

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**Ask for Colby**

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## ...Wealth of Wellness

continued from page 10

we have plugged this system into fully, that's what they're adding.

### The Rest of The Story

I learned that my whole issue was ALL due to stress, and I learned the relationship between stress and hormones and what this does to our bodies.

When stress goes up in your body, cortisol rises. Cortisol can only reach a certain point before it starts "stealing" from other hormones. For women, it robs from progesterone, and for men, it steals from testosterone. This means your sex hormones get out of whack. Eventually, cortisol levels reach a cap when it can't "steal" any more from other hormones. That's when you're really in trouble! And, that's where I was.

If cortisol plummets far enough, there's no adrenal function. You're dead. And, in my case, the symptoms I was describing to you indicated my body was shutting down. My body was *dying*; I just didn't know it, because I was only going to the doctors for "symptoms."

So, this is how disappointment turned into a divine appointment. Going through this literally saved my life and has gone on to be a wealth-creator for fitness locations throughout North America.

Going through absolute detest for the weight loss business' one-dimensional approach has empowered and equipped me and my team to make it our focus to build a fully alive nation. We've even been recognized by *FOX Business Network* for doing so. We are well on our way to building a movement of people who are so passionate about thinking, feeling and doing well that they can't help but spread it and teach it to others.

If I hadn't gone through what I went through with my health --if I hadn't been

so ticked off about the typical weight loss business model-- we wouldn't be where we are today. God had something pretty magnificent planned. What I went through was the impetus for it. A disappointment is a divine appointment. There are no coincidences. None.

From this divine appointment in my life, I finally found a quick weight loss program that works and is completely safe, but more important than that, health benefits that are immeasurable, a lifestyle that keeps the weight off permanently AND allows people to live fully alive till the day they go to their grave. And, to top it all off, a predictable profit formula for the business which offers this solution.

I call it **20/30 Fast Track**. It's applied via the business system called the **Wealth of Wellness**.

Who would have ever thought I'd go from being told I was going to die to being on a mission to see that others don't? Yes, I believe a disappointment can be a divine appointment. **I'm living proof.**

### Part II

By: Norm Cates

For **Part II** of this important story, Donna Krech agreed to an interview with me in which I asked some important questions, and she provided us with astute and in-depth responses that, once you've read them, you very well could be saying to yourself: *"WOW! That sounds like me!"* Or, you might even be saying, *"WOW! That sounds like my Father or my Mother or my Brother or my Friend!"* So, read on and don't be surprised at what you learn!

### An Interview With Donna Krech

**Club Insider (C.I.)** - Donna, please describe the overall physical and mental condition you were in *BEFORE* you were told that you were going to die? Once you've answered that question, then please

tell us what you experienced *AFTER* you were told that you were going to die.

**Donna Krech (DK)** - I've always been high energy. I love living life. I love sharing life. I love achieving things. I love taking in adventures. I love being with people I love. I go fast, and I'm happiest when I'm doing that.

However, that all changed when I found myself so weak that I couldn't open a door. I couldn't turn a hand can opener. I would literally have to push myself out of a car or off of a chair to stand up. I mean I was WEAK. My body was on fire. My whole body was just wracked with pain all the time. I was exhausted. I could not sleep. I would be up for hours and hours in the middle of the night. My hair was falling out in chunks. My skin itched so badly I had scratched to the point that my arms were covered in scabs. I couldn't think... couldn't think of someone's name when I would walk in a room, couldn't think of a word I'd known my entire life, couldn't think of the next sentence that I was going to say. My brain was complete fog. All of this was *before* I was told the next phase was death.

We have some good friends who're in the medical field, so we were reaching out to them and said, 'Do this test and that test...' So, I had scans, x-rays, MRIs, you name it, and they all kept coming back with, 'We don't see anything.' Or, if I went to a specialist, it would always seem I'd have the issue in which they specialized. For example, a GI specialist said, 'Donna, you have 100% damage to virtually anything and everything G.I.-related. Actually, you have organs that are shutting down as we speak.' Again, everybody I'd go to, whatever their specialty was, would be what I had. Or, if I just went to get tests done and come back to my regular doctors, they would say they didn't see anything. 'Your fine,' they'd say. 'Clearly, I'm not fine!' I'd reply, and on it would go.

Needless to say, not being able to walk freaked me out! The pain was horrible! I would be lucky if I could walk the length of a couch, and I would have to hold onto the back of it. Then, I would have to sit down. It was physical exhaustion... there was SO MUCH PAIN! I could NOT walk up and down stairs. I could NOT do it. I remember grabbing both railings to pull myself up and pushing off of the bottom stair, only to step up to the stair my other foot was on. In other words, one step at a time. What I did not know is that my whole body was shutting down. I didn't know that, *once adrenals are completely failed, well, you fail.*

One thing that definitely got my attention was that my gums would bleed! And, I'm not talking about when you floss or when you brush, which happens to a lot of people. I'm talking about I would be sitting here with you in a conversation and blood would begin running down my teeth! My hair was falling out in chunks. I literally had scabs up and down my arms. It was terrifying! My eyesight began to be affected. Everything that you could imagine began to happen to me.

These were all physical things. If we talk about the mental things, oh my! I remember one particular day. My brothers and my nephews are World Champion Drag Racers, and they have a big event at the end of every January. My whole family helps. It's a huge event, not just my family, but the entire family volunteers. That event was happening, and I could not help because I could not move. I remember laying on the couch and starting to sob because I was missing something that I love. But, more because what was going through my mind was: **Is this IT?** They can't figure out what's wrong with me, I thought to myself. I had been told I had multiple autoimmune possibilities. Again, it varied between I had everything that could possibly be wrong to they didn't know what was wrong with me.

But, what I can tell you is I was on this couch saying, 'Am I going to die now? And, if I'm going to die now, is it going to matter? Will it make a difference? Did I do what I loved? Did I worry too much? Did I not tell the people that I love them enough? It was just all racing through my mind.'

Importantly, at this juncture in my career, I was in the process of reinventing my business model because I had become convinced that if it was just weight loss... I hated it. And, I mean I hated it with a passion.

I hate the weight loss business model. Don't get me wrong, it can make money. I'm just saying that I can't stand it personally because I don't believe people are one dimensional. I believe that we are whole people. You can't just tell somebody what to eat. That's just not what a whole person is about. So, I have hated this weight loss business for a long time, which is why that, with our model, I had added movement and added a mindset piece called **Life Success**.

This was years ago, right? And, I was sure, with everything in me, that we would beat the statistics... that we would not be the statistic where 97% gain it back because that's where it was in the weight loss business... 97% gain it back! I had already begun looking for ways to adjust my model because people kept gaining weight back. And, I was taking it personally. I was feeling like there was something that we could do better.

So, I was working on the model. And, in working on the model, if we could not adjust it to where people did not just

(See **Wealth of Wellness** Page 13)



Donna Krech on Worldwide Business With Kathy Ireland



**FAST TRACK**

Weight Loss • Wellness • Nutrition

## ...Wealth of Wellness

continued from page 12

lose weight but had every possible potential of keeping it off, I was going to be done with it. I was walking away from the weight loss business. I was going to shut it down. I was going to be done with it.

I'd already begun working with several experts, including a sex hormone expert, several dieticians, several master life coaches, some of the most well-known and world-renowned psychologists, and I had already begun working on the program. So, when I started to get sick, going to several medical doctors, going to other experts, which include holistic experts, somehow one of the many people that I got exposed to was a very well-known adrenal expert. Now, keep in mind, I'm working on the business model, so I am already working with these other experts. And, when I find him, I'm thinking, 'Oh! This might be something else we can add to the model.' So, I'm talking to him about his adrenal test and that we might add it to the model. Somewhere in the conversation, he went kind of quiet. Then, he said, 'You know, Donna, I really think we had better stop talking about your business and just talk about you.'

And, we began to really talk about me. He got me a bunch of tests to take, and I took them and shipped back the results. That's when he came back to me and said, 'You know there is *adrenal fatigue*.' Well, I didn't have adrenal fatigue. I was way past it. Pretty much everybody in the world has adrenal fatigue. The next phase is *adrenal exhaustion*. But, I didn't have adrenal exhaustion, either. There are three phases to each level, and I was already at the third phase of the worst level: **Adrenal Burnout!** *I had burnout, and I was already at the third phase!* That's what the cortisol tests came back and showed, and the blood test confirmed it. His words to me were, 'You need to understand the next phase is death. There is not another phase. It does not go from adrenal burnout Phase 3 to something else. If your adrenals won't work, you don't work'

**Now, that got my attention!** I have two very vivid memories about this: (1) I remember lying on the couch after he told me wondering if *this was IT*. And, (2) I also remember sitting in the nook of my kitchen with my kids and telling them what had been said. BUT, by the time I told them, I wasn't freaked out anymore. I had hit the point of saying, 'I'm not done. I'm not done. I'm going to do what I need to do. We can figure this out. I can get on a protocol. I can make some changes.' And, when I got everything adjusted, everything completely changed.

Remember, I'm from the fitness world, and I believed that fitness cured everything. I believed that, no matter what anybody would say, you just need to move. If you move, you'll feel better. And, I believed that was the answer to *everything*.

## 'If your adrenals won't work, you don't work.'

But, get this, every time I would try to move, it would lay me out. But, by golly, I would do some kind of rally and do some kind of movement (because I just knew movement fixed everything), and it would lay me out. I did that three or four times, Norm, and I became terrified to exercise! I found out later from the stress and adrenal expert that, because of the cortisol thing, which we will talk about in a bit, *what was happening to me was totally common*. You DO reach a point with adrenals that they literally cannot produce any more cortisol. It's done; they're gone... It's over! It's not that the cortisol is too high. It's that you have zero. You have NONE! And, if you do the wrong kind of workout, you will make yourself worse.

I went from all those terrible symptoms and all those fears to just deciding I was going to do what this guy told me to do. Now that I understood what's happening with cortisol, I decided to plug it in. And, not only did I do it for myself, and there was a day and night difference in me, in just a few weeks, **I took everything he taught and plugged it in to what we were going to do to launch this new program. It changed everything!**

It was horrible to go through, but one thing I realized somewhere in the process was this... So many people must be going through this! Imagine helping all these people who think they can't move to get into a membership to understand that they can! What I'm going through is going to be able to change that!

I wrote a book about it. We built a

business around it. Lives are literally being saved, experiences are being had, and a lot of money is being produced! Shoot, it's so great there are even people out there attempting to copy it. But, you know what? They didn't live it; they're not me. They don't have all the experts we have, so it's not the same model.

I'd be thrilled to offer a copy of the book to anyone who'd like to know more and answer any questions whatsoever. There's a phone number (903-277-2709) to call and website ([www.AddAMillion.com](http://www.AddAMillion.com)) to visit (See **Donna's Ad** on **Page #11**).

**C.I.** - Please describe the science behind hormone imbalance.

**DK** - There are two key hormones that wreak havoc with your health, and they were certainly wreaking havoc with mine. These same two key hormones wreak havoc with your weight, as well. My health issues were due to adrenals and cortisol. The other hormone is insulin. We all know that, when you put simple carbs in the body, blood sugar goes up. When blood sugar goes up, something many don't realize is insulin rises. Well, when insulin goes up, it's must come down, and when we put something back in the body that makes insulin go up, again... it's got to come down, again. That's stress on the body. Now other things that occur when insulin is too high in the body are things like false hunger, automatic fat storage and massive health issues, which cause further stress in the body.

Coming back to the cortisol hormone, anytime there's stress in the

body, physiologically, emotionally, mentally, whatever, anytime stress goes up, cortisol is going to rise. But, the cortisol is going to get capped out, meaning it cannot produce any more than it can produce because that's not the way the body was intended. The body was intended to produce cortisol and then be able to allow the adrenals to calm back down again. Because it was intended that cortisol cap out and not produce anymore, if we're still under stress, for women, it's going to steal from progesterone to keep producing cortisol, and for men, it's going to steal from testosterone to keep producing cortisol.

Now, we've got all kinds of crazy and imbalanced hormones: insulin high, insulin low, cortisol high, progesterone dropping, which means estrogens higher, testosterone low, and so on! This completely messes up the body. As a matter of fact, we found three trends with people over 35. They either couldn't lose weight no matter what they tried, even if they were exercising like crazy and eating right... Or, they could lose a little, and then, they'd get stuck. Or, they'd never had weight to lose before, but all of a sudden, they had unexplained weight gain, usually around the belly. We found out it was all due to hormones. How do we know? Because, once we calmed the body down with insulin and cortisol production, the weight just fell off.

The health issues are horrible if these two main hormones are whacked out. Not only was that what was happening to me, but the trends showed us it was happening to people everywhere. I was now able to create a program around this and then relate to members on a whole new level.

**C.I.** - Now understanding that science, please tell us how balancing one's hormones gets rid of body stress, and in the process, can cause weight loss of 10, 20, 40 and even 100 pounds.

**DK** - It all started with my health, obviously, and being so sick. But, it had already begun with me hating a business model that was a weight-loss-alone business model. Improving the business system had already brought me to the place of working with a sex hormone expert, a world-renowned psychologist, master coaches, incredible personal trainers, exercise physiologists, heart doctors and dieticians. Due to my own health issues, though, it was working with the stress hormone expert that really pulled it all together.

Once my health improved, I put a beta group together. I knew I needed a system that was new for business, for prospects and for members, but what all these experts told me simply seemed too good to be true... that you could *lose 20 pounds in 30 days* and not be hungry or lose muscle mass. So, I refused to make a move without doing a beta study. Once I saw that it was true and the room was vibrating with excitement over their amazing weight

(See **Wealth of Wellness Page 14**)



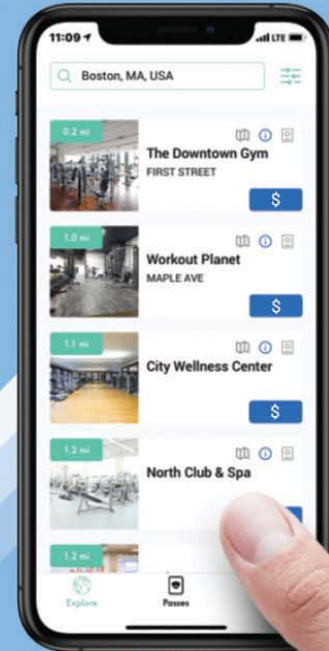
Lisa Vermillion - Before and After



## Reach the Unreachable

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### ...Wealth of Wellness

continued from page 13

loss results and astounding health benefits, I knew it was time to launch it. I mean, they were losing half a pound to a pound per day, and by the two-week point, their blood pressure was normal, their insulin was under control, their bodies had no more pain, they were sleeping through the night, and their IBS, acid reflux, headaches, night sweats, hot flashes and irritability were gone!

Not only was the beta group excited and getting the kind of results my experts told me to anticipate they would get, the business system was very clearly working! What I mean by that is, due to the way we set it up, we now have a buyer from the very beginning. Then, they very simply go through the predictable profit funnel. This is what I hoped would happen, and it is EXACTLY what happens! Not only do they continue to maintain the results and get even better results, but they move on to a very predictable phase called, *Listen to Your Body*, where intuitive health kicks in, and each person finds out what throws their body into stress, thus throwing their hormones out of balance. When you relay this kind of information to a person, it's invaluable because when hormones are balanced, it is impossible to gain weight. You stay at your goal weight, and you stay in a place of homeostasis and high health.

Now, as I said, it's a predictable profit funnel, so when the person comes into the top of that funnel via the 20/30 program, we literally can predict the flow and the money that's going to come with the next phase and then going on into personal training. We can predict each step. We can predict the money based on this system. The marketing that is predictable is indescribably easy because of how we have the system set up. The locations that are using our systems are getting a text or a call every day from somebody wanting to join. Every day! Not somebody *looking* for information, but somebody who *wants* to join the program.

The non-dues revenue piece brings in instant cash and a lot of it. Then, the ongoing forecastable *Listen to Your Body* portion and *Personal Training* portion increases receivables by hundreds of thousands of dollars. The most amazing thing is these aren't just leads. The person is ready to buy because members are telling their friends. We have very successful social media training that we offer, and everything just works.

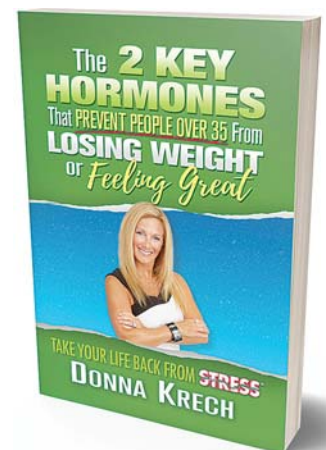
We have doctors in every single city we are in sending us members all the time. It's not uncommon for 200 doctors in a town to be feeding our customers to our licensees. And, as I mentioned before, the locations that work with us are getting a call or text every single day from someone *wanting to join!* Every single day!

We pinch ourselves that this is real because it does seem too good to be true, but it is TRUE. It's true that members are learning a lifestyle. It's true that members are experiencing the health of an 18-year-old. It's true that members are getting off of prescription drugs. It's true that they're losing 20 pounds in 30 days without being hungry or losing muscle mass. And, it's true that the businesses that are helping them do this are producing millions of dollars. Every single location we get to work with, and every single member we get to help, absolutely inspires me! It's inspiring to help good people make a lot of money by helping other good people live life fuller and longer! It doesn't get any better than that! I can't believe how blessed I am to get to do what I do.



We want to thank **Donna Krech** for sharing her amazing story, and we urge you to pursue what you have read here if she is describing you. If not, pass this on to a friend and save their life! To close out this special Cover Story, here is the link to the TV Show, *Global Business with Kathy Ireland*: [bit.ly/clubinsider73](http://bit.ly/clubinsider73).

(Norm Cates, Jr. is a 44-year veteran of the health, racquet and sportsclub industry.



Cates is the Founder and Publisher of **Club Insider**, now in its 27th year of publication. Cates was IHRSA's First President, and a Co-Founder with Rick Caro and five others, in 1981. In 2001, IHRSA honored Cates with its DALE DIBBLE Distinguished Service Award, one of its highest honors. In 2017, Cates was honored with Club Industry's Lifetime Achievement Award. Cates can be reached by phone at 770-635-7578 or email at [Norm@clubinsideronline.com](mailto:Norm@clubinsideronline.com).)

(Donna Krech is a long-time health and fitness leader who can be reached at [donna@donnakrech.com](mailto:donna@donnakrech.com).)

# Breaking Up The Boys' Club...

## Why Women Aren't a Trend; They're a Necessity

By: **Melissa Knowles**

From its modern origins at Muscle Beach, and the founding of the first Gold's Gym in 1965, the fitness industry has come a long way in many respects. The term "fitness" has broadened to describe a lifestyle, and fitness business models have diversified considerably. No longer are our consumers limited to choosing between a dank, dark weightlifting floor or a fuchsia and teal, spandex-laden group fitness room. Whatever your fitness niche of choice, there's a home for you. Cycle, Pilates, HIIT, boot camp, yoga, you name it, it's out there. You can even pay a Flexologist to take you through an active stretching protocol! The rise of the boutique has provided a plethora of diversity in terms of the offering. What you still may have a hard time finding is many females in leadership roles.

The subject of today's article isn't about the diversity of those attending classes and clubs, but the "statistics" are worth a peek. I use statistics lightly as finding any scientific tracking outside of IHRSA's annual benchmarks is nearly impossible.

■ For a traditional fitness facility, "gym," the mix of males to females is roughly 50-50. However, women are nearly twice as likely to bail on their membership within the first year.

■ It's been said that as high as 90% who claim allegiance to a boutique offering are female. It should be noted that, in most cases, those women tend to skew very heavily white, slim and young.

■ Even outside of the boutique space, some big-box models are strongly female. At Planet Fitness, the membership base hovers around 70% of women.

**So, our customers are female. What do our leadership teams look like?**

When I moved into my first management role in 2005, all of my bosses were male. The owner of the company was male; the VP was male; all of the other General Managers in my region were male. It wasn't something I even considered as odd at the time. But, this trend continued as my career progressed. At some point, I remember sitting in a Board Room and noticing I was the only female out of 15. Somehow, I'd made my way into the boys' club. Locker room talk was the norm, but I'd been deemed "one of the guys." In fact, it wasn't out of the ordinary for a male from outside our circle to say something off-color and quickly notice that I was sitting across from him and apologize; not so much for

what he had said, but for failing to notice a female was present and edit himself. My comrades would quickly fire in, "Don't worry about that, buddy, Melissa's one of us. It doesn't bother her." And, truth be told, it really didn't. What did bother me was knowing the salaries of every other person in the room and knowing that mine was still far less than even the next lowest paid. I may have had a seat at the table, but my seat was deemed worth far less.

**Why does female representation matter?**

First, if leadership is skewed too heavily to one type of person, we miss out on a different perspective. If that leadership fails to jive with its consumer base, a disconnect occurs. Diversity means that a team will have different characteristics and backgrounds, different skills and experiences, and different ideas. It also leads to increased creativity.

It sparks innovation and leads to faster problem-solving. According to **Josh Bersin**, inclusive companies are 1.7 times more likely to be innovation leaders in their market. *Harvard Business Review* found diverse teams are able to solve problems faster than cognitively similar people.

It leads to increased profits. *McKinsey & Company*, a global management consulting firm, conducted research which included 180 companies in France, Germany, the United Kingdom and the United States. *They found out that companies with more diverse top teams were also top financial performers.*

It makes for a better work environment and causes employees to feel accepted and valued. *Deloitte* conducted research which captured the views and experiences of 1,550 employees in three large Australian businesses operating in manufacturing, retail and healthcare. *This research showed that engagement is an outcome of diversity and inclusion.*

It's good for your reputation. According to *TalentLift*, companies that are dedicated to building and promoting diversity in the workplace are seen as *good, more human, and socially responsible organizations.*

Workplace diversity also makes your company look more interesting. Finally, if you present adverse workforce, you will make it easier for many different people to relate to your company and your brand, opening doors to new markets, customers, and business partners.

**So how is our industry doing?**

We certainly have some solid female execs leading big brands, *Anytime*

*Fitness President, Stacy Anderson, and Francesca Schuler, CEO of In-Shape,* to name two. But, executive leadership teams are still overwhelmingly male at many companies: *LA Fitness* (8% female) and *Planet Fitness* (12.5% female) are more representative examples. Probably the most encouraging moment I've had in the past few years happened this week. I just returned from Las Vegas after spending several days at the *Xponential Fitness (XPO)* convention. There, I was pleasantly overwhelmed by the female presence in attendance. So many of their franchise owners are women! It's also worth mentioning that three of their brand presidents are female: **Sarah Luna**, *President of Pure Barre*; **Lindsay Junk**, *President of YogaSix*; and **Melissa Chordock**, *President of AKT*. I look forward to a time when XPO is less of an outlier and more the norm.

Fast forward over a decade from my first leadership role, and I find myself in a much different place. I've started and sold my own business. I've seen private equity take an interest in fitness and move quickly to invest in businesses throughout our sector. I've helped guide a team through an acquisition, and I work with a leadership group that is much more business savvy and progressive. Out of the leaders who report to me, over half are female! I may still often find myself the only female in the room, but we've moved out of the locker room. I can name peers in my space achieving great things as female leaders in our industry, but they still exist on a very shortlist. We still need a bigger shift. We need a longer list.

**Note:** I didn't even touch on the major gap we have in diversity regarding color (both in membership and leadership). This is another mountain our industry needs to



Melissa Knowles

surmount, one that will require examining marketing, pricing structures and studio culture. I've listed a few insightful articles in the following list:

- [Is There an Opportunity Gap for Women in the Fitness Industry?](https://bit.ly/clubinsider74) ([bit.ly/clubinsider74](https://bit.ly/clubinsider74))
- [Is Your Spin Class Too Young, Too Thin, and Too White?](https://bit.ly/clubinsider75) ([bit.ly/clubinsider75](https://bit.ly/clubinsider75))
- [Gender and the Gym](https://bit.ly/clubinsider76) ([bit.ly/clubinsider76](https://bit.ly/clubinsider76))
- [Women in the Fitness Industry: Leaders or Eye Candy?](https://bit.ly/clubinsider77) ([bit.ly/clubinsider77](https://bit.ly/clubinsider77))
- [Priced Out: Paying a Premium for Boutique Fitness](https://bit.ly/clubinsider78) ([bit.ly/clubinsider78](https://bit.ly/clubinsider78))
- [Where Are All of the Black Women in Studio Fitness Classes?](https://bit.ly/clubinsider79) ([bit.ly/clubinsider79](https://bit.ly/clubinsider79))

(Melissa Knowles is Vice President of GymHQ, A ClubReady Company. Melissa can be reached by email at [Mknowles@gymhq.club](mailto:Mknowles@gymhq.club).)

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# Are You Harnessing the Collective Genius in Your Organization?

By: **Karen Woodard-Chavez**

Over the past 20 years, in our uber-competitive markets, it has become increasingly important for any organization to be innovative if they want to stay on top of the market as opposed to being on the bottom of the pile. This is no flash of brilliance. This is a simple truth regardless of the type of business you operate.

When I work with organizations

that are very innovative, I see a simple commonality. They have **harnessed the power of collective genius** in their organizations.

What does the phrase “collective genius” mean to you? If you look for it in any dictionary, you will not find the phrase. You will find it in articles in the *Harvard Business Review* and many other business publications. My definition of collective genius is the following: when you can take

all the individual slices of genius, or ideas that are generated from each person in your organization, and put them together to create a solution that is both novel and useful.

Every organization has the ability to harness collective genius and utilize it to become a more innovative organization. However, clearly, not every organization does so. In this article, I will present how to do so.

Organizations that are innovative have changed their approach to leadership. They have gone from a single visionary lead approach to an approach where leadership enables innovation by doing the following:

- Creating collaborative organizations with an interplay of ideas;
- Encouraging constructive disagreement - Discourage “getting along” or “going along;” and,
- Managing the tension that accompanies these principles while making sure all people feel valued.

Innovative organizations, not just the leaders, recognize that innovation is a team sport, innovation rarely happens because of one person and that the role of the leader is to set the stage, not act upon it, for collective genius to happen.

Soooooowoooo, how do you take all the slices of genius and orchestrate collective genius? Let's delve into the previously mentioned concepts with more detail:

## Create collaborative organizations with an interplay of ideas.

As mentioned earlier, innovation rarely happens because of one person. Innovation is truly a team sport. If you consider some of the giants in business such as Google, Pixar, Microsoft, etc., their success did not happen because of one person. Success came from a collection and interplay of different ideas and concepts. All of those different ideas and concepts are “slices” of genius. Leaders in those organizations frame a problem and create a fertile ground for ideas and concept generation toward a solution to the problem. They then create a safe haven for integrative choices with those ideas and concepts. Integrative choices means that several ideas or concepts may be good but can be even better if combined. Thus, often, it is not one idea that wins the day but a collaboration of ideas/concepts that solves the problem and leads to innovation. It is important for all participants in the organization to embrace this tool of collaboration and interplay.

On a scale of 1 - 10, how well



Karen Woodard-Chavez

do you do this in your organization? What could you do differently to move your organization higher on the scale?

## Encourage constructive disagreement - Discourage “getting along” or “going along.”

This concept is a tough one for many people and many organizations due to the fact that most people do not like to rock the boat, offend anyone, risk being perceived as aggressive or risk being perceived as wrong. We could unpack this one all day long, BUT the reality is that you have selected people to be part of your organization because they have something unique to contribute to the overall success of the organization. Therefore, each staff person needs to recognize and own that what they see, say and believe when it comes to the core values of the organization has value even if it does not align with what is being said.

The reality is that, when ideas and concepts are generated, not everyone of them will work for the solution. If ideas are brought up that will not work, but no one disagrees, then that is HIGHLY dysfunctional. And, how often do you see that happen? A manager may come up with an idea and no one can support it, but no one says anything. Then, a project fails, morale dives off the cliff and the organization and individuals in it suffer.

The key to encouraging constructive disagreement is training your staff to think critically about issues and present their thoughts respectfully, which will result in helpful valuable contributions.

It cannot be emphasized enough how these two concepts of critical thinking and respectful presentation are key to being successful with encouraging constructive disagreement. For example, if you have a staff person who disagrees and simply says to another staff person, “You are just wrong in your thinking,” or “That is the dumbest (See *Karen Woodard-Chavez* Page 17)

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### ...Karen Woodard-Chavez

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thing I have heard in a long time," or "That absolutely will not work," etc, then tensions will escalate, and you will find yourself in a position of people both not willing to share or disagree.

To achieve a culture that encourages constructive disagreement, first, make it a declaration. State what you want and why it is important to your organization. Second, ask your staff on a scale of 1 - 10 to rate where the organization currently is with encouraging constructive disagreement. This second point alone will create some constructive disagreement, which will be an enlightening discussion. That discussion will naturally lead to the third point, which is asking your staff what we need to do to move the organization higher on the scale with this concept. Additionally, when you have discussions, ask the simple question, "Who does not buy into what we are discussing?" When people bravely raise their hands, thank them and ask them to share their thoughts. Remember, as the leader, this is an important time to listen thoughtfully and not defend. This is also a good time to ask around the room how others feel about what has been shared.

Managing the tension that accompanies these principles while making sure all

people feel valued.

Creating collaborative organizations with an interplay of ideas, encouraging constructive disagreement while discouraging "getting along" or "going along" creates a paradox of unleash/harness and conflict/support, which creates tension. There is personal risk with putting your ideas out there and feeling like they are being shot down. This is one of the reasons that most organizations are not innovative. Innovation is hard work, emotionally exhausting, messy and requires a HUGE amount of patience, trial and error and mistake making. People often want to give up. As a leader, it is *your job* to enable these concepts to come to life that will benefit the organization as well as have all people involved feel valued. To do so, it is imperative that you create buy-in with all people in your organization to discovery-based learning that leads to solutions and celebrate with the organization the discoveries that are made in the process. Reflect back to the interplay of ideas; it is not typically one idea that wins the day but an interplay of ideas that moves organizations forward towards innovative solutions. However, that interplay could not exist without each individual idea being brought forth through the concepts discussed in this article.

How do you, as a leader, do on a scale of 1 - 10 with fostering the concepts presented in this article?

Share this article in a departmental or even an all staff meeting and ask the staff to rate the organization on all three concepts on a scale of 1 - 10. Once that is done, invite discussion on what the organization can do to move higher on the scale. You will find some very enlightening discussion that will be helpful for harnessing the collective genius in your organization.

*(Karen Woodard-Chavez is President of Premium Performance Training in Boulder and Vail, Colorado and Ixtapa, Mexico. Karen has owned 11 different businesses, successfully sold nine of them and continues to operate two. Karen consults with and trains staff throughout the world on sales, complete communication, management and leadership. These services are offered on-site, online and through her books, manuals and DVDs. Karen can be reached at [karenwoodard.com](mailto:karenwoodard.com) or 303-417-0653.)*

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# Don't Even Think of Calling Them "Boutique Gyms!"

By: **Thomas Plummer**

They are not boutique studios or fitness studios, and if you call these new businesses by those inaccurate names, it means you don't know anything about what they are and who owns them, which is why they will take over the market.

The modern training gym is a recent phenomenon dating back to the late 1990s, but the rise of this alternative and challenger to the mainstream big box hold on the fitness industry has gone quietly unnoticed. Each year, hundreds of these financially successful business concepts open while the traditional fitness market struggles to open a limited number of new entries.

The confusion occurs because the mainstream players view the training-centric business model as a derivative of their own madness, just another equipment option stuck in dead space in the back of the gym. To this segment, training businesses are just a methodology that can be duplicated by buying the same equipment and turning a poorly trained coach loose on the unsuspecting membership.

What the ownership of these mainstream businesses fails to understand is that a training gym was never about the training, it was about how the training was delivered. It is the experience of the training, or the delivery system, that makes these new businesses work and financially successful.

What can these gyms produce financially? Just ten years ago, a training-centric gym that created over a million dollars a year in revenue was the *Roger Bannister* of the industry, an outlier who was dreaming of challenging the four-minute mile, a barrier that conceivably could never be broken. Today, there are hundreds of these training gyms that do a million or more a year in 9,000 square feet or less, and more are reaching that milestone annually.

The math in these gyms is really simple: **350 clients X \$289 average = \$101,150 per month gross income from client dues.**

This does not include any other revenue sources, such as nutritional support, special events or marketing income from trial memberships.

"Studio," and especially the word, "boutique" is a holdover from the days of aerobic studios dating back to the 1980s and is considered insulting to most modern training gym owners.

You can call a yoga business a studio. You can call a barre business a boutique. You cannot call a training gym doing over a million dollars a year, owned by a professional master coach, operating in 3,500 - 12,000 square feet, a fitness

studio or fitness boutique if you understand the concept and if you do not want a kettle bell upside your misinformed head.

The frustrating thing for the mainstream management teams is, "why can't we do the same thing within our own businesses?" You have a gym that has 2,500 members, yet only attracts about 6% of this population into a training program, mostly one-on-one at a rate of about \$60 outside New York or San Francisco. "How can this happen and why can't we breakthrough into the bigger numbers?"

The basic flaw is no one joins a \$19 a month gym looking for a \$100 dollar an hour coach. The client, which is a totally different species compared to the training-centric gym client, joined the box because it was convenient, and it was cheap. No one goes to the Golden Corral for a \$10 meal, including your steak (stretch your imagination here) fries, a drink and a cheap dessert then tries to order a \$100 bottle of nice wine.

The client in the box gym is there because of an economic proposition. He rents access to equipment cheaply by the month, gets entry-level coaching help if he wants it for an extra charge, but mostly, he is there because he is the guy who is going to do the same workout he did in high school football twenty years ago and is too cheap to pay for a real training gym.

This is the same guy who just blew his entire wad of cash last night at the cheap steak house and is unwilling to pay for a gym membership at a training gym where he would get help that would change his life. But, he would have to pay real money for that service, and he is not willing to do this.

These market disruptors also have several other advantages that are almost impossible for the chains to overcome:

## The chains have never understood drive time...

IHRSA has published information for decades, mostly ignored by the people who could most benefit from reading it, that clearly states the client is only willing to drive a limited amount of time to go to a gym.

The average client for a mainstream gym will only drive about twelve minutes from his house to a gym during prime-time drive hours. The question is how many similar gyms, competing on price as their marketing centerpiece, will he pass along the way? If price is the motivating force in his head, why pass three other cheap gyms to get to another cheap gym?

The trend in the the box world is to stuff more options into the big box, making the low price more attractive, but what does the client really do in these gyms? He

does cardio, he uses the circuit training, he might lift weights, a small percentage still participate in group exercise but what else is there to entice new clients to drive past the other competitors?

All of these boxes struggle to attract training clients, again because you don't go to this type of gym looking for an expensive trainer. Even the best of the best of the boxes might only achieve a 10% penetration rate out of their client base.

Again, the training-centric gym has an advantage. The training client, one willing to spend more money to get what he wants, will drive twenty minutes to get to his fitness destination, happily passing by the crowded cheap gyms.

## There is a client out there not serviced or understood by the boxes...

About one third of the population of this country has money and is willing to spend it.

According to **Norton and Honey-will**, authors of *One Hundred and Thirteen Million Markets of One*, there is a new economic order (NEOs) that is ignored by many businesses. These people don't care about the price, they care about what they get for the money they spend.

These are the people who have no fear of spending a hundred dollars for a bottle of wine, if it is a good bottle served by a professional staff in a higher end restaurant with atmosphere, and most importantly, where that spend is valued. This person has never had a place in a mainstream box, no matter how much marble you hang in the locker rooms or how big your pool is.

This group wants a delivery system, doesn't like to be one of many and is all about likes attracting likes. He is the Capital Grille guy, unwilling except for starvation to ever set foot into a Golden Corral with those Walmart shoppers.

These are the clients that have built the training gyms, first as clients, and often as investors. They like the small and the intimate. They don't like wasting time, so they buy the best coach they can and are willing to pay a lot of money not to be in a cheap gym with thousands of members.

The mistake the chains make is that they think they can segregate this client in their gyms, separating him or her from the masses... and they failed. The chains would have been better to spend money on building smaller, intimate gyms serving just this client and opening them across the street from their own massive boxes.

## Higher return per client rules the financial universe...

More money from fewer clients



Thomas Plummer

should seem obvious, but it is a lost art in a fitness business driven for over sixty years on the addiction of volume. Going back to the drive time limitation, wouldn't it make more sense to not fight a pile of competitors over the same population instead just chasing a smaller but much higher paying client?

The training gym owners have figured this out years ago. Why chase 2,500 clients paying \$19 when you can chase a few hundred paying \$300 per month? It's an easier business to operate, cheaper to run, retention is higher because people who get results stay longer and pay longer than those who don't and these units can be built for a half million dollars instead of several million dollars.

## The ownership has a different skill and agenda in training gyms...

It is hard to beat a small café where the owner is also the master chef. He has complete control over the product, understands the nuances such as food costs, and can hire the people who support the food. How do you run a café without a great chef? Your main product is the food, and you as the owner cannot control it.

This is the problem in the big boxes. They do not understand that the biggest product/service you provide is getting people in shape, but they use entry-level coaches, do not train them enough and depend on running a gym based on sales volume instead of return per client instead.

Technicians, or chefs in our analogy, built these gyms and have complete control over the product they offer as opposed to the boxes where the managers and owners have never set foot on the training floor as a coach. You cannot sell a Ferrari if you have never driven one, nor can you build a retention-based, high return per client gym if you do not

(See **Thomas Plummer** Page 19)

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**...Thomas Plummer**

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understand the product you are supposedly offering.

These gyms survive because it isn't about the training, it is about how the training is delivered, and that is where the big boxes have failed. They invest in tools instead of investing in the craftsmen. They spend money on drills rather than teaching the coaches how to coach and paying them well.

**What does this all mean?**

These training-centric gyms are here to stay, but most importantly, they will

continue to disrupt the market by draining the highest paying clients out of the big boxes, leaving a membership only there because it's the cheapest or the closest to home. This has already happened. Look at the thousands of these small training gyms and ask yourself where were all these clients training before?

Will the chains get it? Anytime Fitness is probably best positioned to destroy the market. They have the right size gym, in the right market and the leadership willing to convert their older style facilities into modern training gyms. How fast they choose to move will determine how quickly they could own the market.

CrossFit was a brilliant concept when it was launched and should be

considered as one of the finest marketing initiatives in the history of the industry, along with the *Lifecycle*, *Mike Grondahl* and *Planet Fitness*, and the *original Curves marketing*. With *CrossFit*, **Greg Glassman** filled a void in the early 2000s by bringing back community to the industry, and he opened up a new segment that set the mainstream players back on their heels.

CrossFit still has the potential to rise if the box owners can get business education fast enough to grow their brand. They were right, and you just cannot put that magic back into the box.

The rest of the mainstream players could become training-centric, meaning they slowly convert their businesses into a return-per-client model embracing the best

of the training gym world and moving away from the volume past any cost mindset. While they hesitate, the smaller training gyms just keep going along unnoticed and draining the best clients available in the market... just don't call them studios.

*(Thomas Plummer has been working in the fitness industry for over forty years and is considered by many to be one of the most influential individuals in the industry worldwide. He is also considered the creator of the modern training gym concept and has taught over 1,100 workshops around the world during his career. He can be reached at thomasplummer@mac.com.)*

**Make It Fun In 2020**

# Primary Health Club Legal Risks and Considerations

By: **Paul R. Bedard, Esquire**

The start of the New Year provides a great reminder to regularly assess your club's ability to minimize the primary legal risks that are present within the health club industry. The number and variety of legal hazards that exist within our industry are far too great to adequately address within this space. Therefore, the following information will only touch upon some of the most prevalent legal risks that health club owners and operators must proactively consider to minimize their legal exposure.

I have more thoroughly addressed the legal risks detailed within the following comments in previous issues of **Club Insider**. However, this article is intended to provide a summary and compilation of the health club industry's primary legal risks, along with some fundamental tips to address the corresponding risks. For a more in-depth look at these topics, the **Club Insider archives** are an excellent resource ([www.clubinsideronline.com/archives](http://www.clubinsideronline.com/archives)).

**It is important to note that this article, and my previously published articles, are not intended as legal advice. Facts and circumstances unique to each situation, along with varying state and local laws, prohibit one-size-fits-all recommendations. Therefore, the following information is intended to be an educational guide. Please consult an attorney for specific direction in this regard.**

## Premises Liability Claims

Premises liability claims represent a significant aspect of a club's legal exposure. From a legal standpoint, club members and guests are considered invitees. Invitees are owed a reasonable duty of care, protected from injuries caused by reasonably foreseeable risks. Therefore, maintain and archive a facility inspection schedule with absolute consistency. Promptly document any facility defects and have clear policies in place regarding the process and timeline for addressing these defects. Consistency is key here. A facility defect that goes unaddressed, whether it is a known defect or one that reasonably should have been known, will increase a club's liability exposure.

Although not an absolute shield against liability, every member and guest must sign a liability waiver. At a minimum, the waiver should bar claims due to employee negligence, detail the inherent risks within the club, dictate the assumption of risk on the part of the member or guest, and be in a language that is conspicuously posted and easy to understand. However, jurisdictions vary when it comes to the enforceability of a liability waiver. Therefore,

it is important to understand your governing law. Ensure that your waiver will be viewed in the best possible light based upon your jurisdiction's case law. Engage counsel early and often when drafting or revising your liability waiver.

Regarding contracts for snow removal, maintain these contracts in writing. Have specific provisions detailing what weather conditions will trigger the snow removal service. Detail the specific areas to be plowed, salted or sanded, as well as the frequency of this work. Have your snow removal company sign an indemnification agreement indemnifying your club for any claims or losses related to their maintenance of these areas. Require liability insurance on the part of the snow removal provider, with the health club named as an additional insured. Annually review your own liability insurance to confirm that it meets your club's current needs.

If a member or guest is injured on-premises, immediately document the incident and offer medical assistance. Take photos, gather statements from any witnesses and compile an incident report. At a minimum, archive the incident report for the length of the statute of limitations to file a claim for negligence within your jurisdiction.

## Medical Emergencies

Unfortunately, medical emergen-

cies are inevitable. Maintain a written emergency plan with specific policies and procedures for these events. At a minimum, the emergency plan should address the reasonably foreseeable medical emergencies, including sudden cardiac arrest, heart attack, stroke, hypoglycemia and orthopedic injuries. Reasonably foreseeable natural disasters should also be anticipated. Ensure that a first-aid kit is present and appropriately stocked.

Maintain employee CPR and AED certifications and have certified personnel on staff during all operating hours. If an AED is present, ongoing inspections of the AED, proper maintenance, record-keeping and software updates are critical. Prepare personnel on Day One for medical emergencies by standardizing onboarding, certification and training procedures in this regard. Follow up with ongoing training and document these practices.

Just like any premises liability claim, complete a detailed incident report following any medical emergency. Contact the injured party thereafter to assess his wellbeing and to show the club's concern. However, the person making contact should be someone who understands how to tactfully inquire about someone's condition sympathetically without offering unwarranted apologies or other damaging statements that may come back to haunt the facility.



Paul R. Bedard, Esquire

## Employment Disputes

Employment lawsuits alleging sexual harassment, discrimination, wrongful termination and workplace injury are the most regularly filed suits against companies in the United States. Health clubs are no exception. Establish clear policies outlining the club's policy against unlawful discrimination, harassment and retaliation. At a minimum, this should include a description of the employment relationship, a declaration that the workplace is that of an Equal Employment Opportunity Employer and a reference to the Americans (See **Paul R. Bedard, Esquire Page 21**)

# American College of Sports Medicine Publishes Annual List of Fitness Industry Trends

**INDIANAPOLIS, IN** - The American College of Sports Medicine circulates a survey to professionals around the globe to compile an annual list of fitness industry trends published in *ACSM's Health & Fitness Journal*. This year's list includes trends identified by survey respondents in previous years but also includes new additions that could shape the industry throughout the new year and beyond.

**Wearable technology topped the trend list for the second consecutive year**, marking the fourth time in the past five surveys that respondents gave it the top spot. According to the ACSM, wearable tech is already a \$95 billion industry, encompassing such monitors as Apple Watches, Samsung Gear devices, Fitbit and more. These wearables continue to be compelling to users, despite some concerns over accuracy that have been noted in years past.

**High-intensity interval training was identified as the number two trend on the 2020 list**, supplanting group training in that spot from the previous year. Gyms the world over are deploying some form of HIIT programming, despite some concerns of increased injury risk.

**Group training, defined as an**

**activity led by an instructor including more than five participants, fell to number three in 2020.** Despite being available as an option since the ACSM launched its survey 14 years ago, group training first cracked the top 20 trends list in 2017.

**Training with free weights was identified as the fourth most popular fitness trend for 2020.** Prior surveys simply asked survey respondents to consider strength training as an option, but that was considered to be too broad of a category, so this year's survey broke out free weight training as its own option. Free weights, barbells, kettlebells, dumbbells and medicine balls all fall under the category, with instructors teaching correct form first and progressing to greater resistance.

**The number five trend on the 2020 list was personal training.** This kind of one-on-one coaching is more accessible than ever, with personal trainers available not just on premises at the health club, but also online.

The rest of the top 20 fitness trends as measured by survey responses were:

6. Exercise is Medicine;
7. Body weight training;
8. Fitness programs for older adults;
9. Health/wellness coaching;
10. Employing certified fitness professionals;
11. Exercise for weight loss;
12. Functional fitness training;
13. Outdoor activities;
14. Yoga;
15. Licensure for fitness professionals;
16. Lifestyle medicine;
17. Circuit training;
18. Worksite health promotion and workplace wellbeing programs;
19. Outcome measurements;
20. Children and exercise.

Notable categories that fell out of the top 20 from last year include: mobile exercise apps, mobility/myofascial devices, small group personal training and post-rehabilitation classes. The trends were broken down in detail in the *ACSM's Health & Fitness Journal*.

Credit to Jake Scott, ACSM reporter, published by Pete Brown's Athletic Business Magazine.

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### ...Paul R. Bedard, Esquire

continued from page 20

with Disabilities Act.

Post these policies conspicuously within the employee handbook and elsewhere. To address any potential violations, have clear reporting systems in place with redundant reporting channels available. Provide ongoing training for employees and enforce these policies fairly and consistently. Regarding sexual harassment prevention, many states have enacted laws mandating sexual harassment prevention training. Stay abreast of these applicable laws and developments to confirm ongoing compliance. Engage counsel at the earliest possible stage of any potential employment dispute.

#### Membership Agreement

State statutes governing health club agreements change from time to time. Therefore, annually review your membership agreement to confirm that it is statutorily compliant. This will apply to a right of cancellation, terms of renewal, required description of equipment, detailing hours of operation and all material aspects of the agreement. A membership agreement that violates a statute may result in a member's right to cancel and

obtain a refund, with punitive damages and attorney's fees authorized by many statutes. Moreover, a club whose membership agreement violates a statute may be temporarily or permanently enjoined from conducting business.

#### Licensing of Music

Health clubs must obtain a public performance license when playing music for commercial purposes. A public performance license provides owners of copyrighted music compensation for the use of their intellectual property. Performance rights organizations represent songwriters and copyright owners and handle the enforcement of these licenses. The American Society of Composers (ASCAP), Broadcast Music Inc. (BMI), and SESAC Performing Rights are the primary performance rights organizations in the United States.

Although many health clubs utilize a commercial music service, this is different than a public performance license. Music from commercial music services generally only meets licensing requirements when used for background purposes or common areas. Utilizing commercial music for class or instructional purposes is usually not covered by a commercial music service agreement. Because these agreements

vary, carefully review the licensing requirements to ensure that a performance license is unnecessary. It is the health club's responsibility to ensure compliance, regardless of whether an employee or instructor took it upon themselves to inappropriately use music for class or instruction. When in doubt, an intellectual property attorney should be engaged to assess compliance in this regard.

#### TCPA Compliance

Congress passed the Telephone Consumer Protection Act (TCPA) in 1991. This law limits telephone solicitations, including those involving automated dialing systems, fax machines, artificial or prerecorded messages and text messages. As a result of the TCPA, health club owners and operators must receive express written consent from prospects and clients before attempting to make contact for marketing purposes via automated calls, pre-recorded messages or texts.

Maintain and regularly update a Do Not Call list comprising of consumers whose consent has not been obtained and of those who have requested to be removed from call lists. Violations of the TCPA can range from \$500 for a single unintentional violation to \$1,500 for a single willful violation. Given that most automated

call and text blasts are sent to thousands of consumers, it's no surprise that settlement amounts have soared into the millions within the health club industry. This is an area of the law where recent court decisions have only increased the potential exposure involved. Monitor TCPA legal developments and seek advice from counsel to ensure ongoing compliance as applied to the latest communication technologies.

*(Paul R. Bedard, Esquire has nearly twenty years of management, leadership and operations experience in the health club industry. As a practicing attorney, Paul's health club industry experience provides him with a unique perspective when advising health clubs regarding employee training, handbooks, policies, contracts, disputes or premises liability claims. When not practicing law or spending quality time with his wife and daughters, Paul strives to be active in his local community. Paul has served as the Assistant Town Attorney for the Town of Southington, Connecticut. He has also served on the Southington Zoning Board of Appeals and the Board of the Central Connecticut Regional Planning Agency. Paul is a solo practitioner at The Law Office of Paul Bedard, LLC, in Southington, Connecticut. Paul can be reached by email at [AttorneyPaulBedard@gmail.com](mailto:AttorneyPaulBedard@gmail.com) or by phone at 860-414-0110.)*

# Fitness Retail Finds Recovery At The Bar

By: **Nancy Trent**

The fitness industry traditionally allocates all its marketing dollars on upping memberships and subscriptions. But, fitness centers can be making more profits by driving new non-dues revenue sources. Retail often falls short in fitness centers because owners and operators find it too daunting. In addition, fitness centers work best when located in high-visible retail locations with easy access to shopping.

One way to keep members at the gym longer is to help them recover. New research suggests taking strategic time off from your workout routine can maximize the benefits of physical activity and minimize the risks. Utilize that time with a recovery bar. Recovery bars have the potential to become the new juice bars at the gym. CBD balms, myofascial rollers, electrolyte drinks and shower accessories are all helping people feel better before, during and after workouts, and the fitness industry can be benefiting from it.

With so many options, choosing the perfect products to add to your recovery bar can be time consuming and sometimes impossible. We've cut through the clutter and curated/tested top sellers that can turn a prevention bar into a lucrative profit center:

**Daily Roll** - Self-care is any activity that we do in order to take care of our mental, emotional and physical health, and *Rykr Roll* understands the importance of taking care of all three... at the same time. Featuring both function and innovation, with a stylish on-the-go approach, *Rykr Roll's* handheld self-massage products are designed for people to pinpoint pain and easily apply acupressure and massage to the muscles, promoting better oxygen flow and blood circulation, to achieve optimal pain and tension relief. This offers a moment to slow down your thoughts, alleviate stress, boost immunity and sink back into your body so you can feel grounded and connected to your daily work, activities and leisure time.

**More Than CBD** - The CBD industry is exploding with products that offer myriad solutions to pain, anxiety and other conditions. Many products fall short because the companies had hoped that CBD would make the difference in an otherwise lacking product. However, CBD is just one of the ingredients in *Muscle MX*, a line of topical relief balms, dietary supplements and lotions, that help ease everyday muscle and joint pain for a healthy recovery, so you can stay on the move pain-free.

**Glide Past the Workout** - Every person's hygiene routine is different. It's personalized

based on what each person's body needs to get through the day comfortably and in style. When it comes to chafing, people chafe in different spots for different reasons, sometimes even depending on the weather. Whatever the reason is, protection from rubbing is the key to prevent painful chafing altogether. *Body Glide Anti-Chafe, Anti-Blister Balms* are the solutions to chafing, easily part of the daily routine with various advantages over petroleum jelly. While petroleum jelly creates a mess and leaves grease and stain on clothes, the *Body Glide* balms glide on quick, smooth, and easy, completely mess-, stain- and grease-free. Petroleum jelly clogs pores and traps sweat beneath the skin. But, *Body Glide* balms are sweat and water-resistant that keep pores clog-free and allows sweat to escape, letting the skin breathe.

**Heat It, Cool It, Wear It** - Before you break the bank on a physical therapist, maintain your active body's aches and pains with on-the-go sports therapy tool: *the HurtSkurt*. The *HurtSkurt* is a revolutionary, patent-pending stretch-to-fit hot/cold therapeutic sleeve designed to make muscle and joint recovery more effective, efficient, convenient and fashionable. Available in small, medium and large sizes, these fashionable, flexible sleeves stretch and articulate between gel packs for universal fit, compression and mobility. The high-stretch soft poly/spandex fabric offers high comfort without need for barrier between skin and the product. Its advanced gel formula provides long-lasting temperature retention for hot or cold therapy and is durable for long-term use. As an all-in-one product, its 360-degree compression keeps the *HurtSkurt* in place without any additional accessories; just slide right on to your ankles, calves, wrists, forearms and other areas in need of therapeutic attention.

**Clean, Balanced Hydration To-Go** - Too many electrolyte drinks geared toward "better performance health" are loaded with unnecessary additives: sugar, high fructose corn syrup, caffeine and artificial flavors. As the ultimate all-natural choice, *Ultima Replenisher* is an advanced, balanced electrolyte drink that provides highly effective hydration using only clean ingredients, all six electrolytes and no sugar, calories or carbs.

**More Protein Than Bars or Shakes** - *Shrewd Food* has burst into the market bringing customers significantly healthier foods without sacrificing taste or texture. Super high in protein, and low in carbs and sugar, *Shrewd Food* snacks have the crunch consumers crave, without the guilt. *Shrewd Food* products satisfy hunger with 67% protein, which is more than twice the

protein of an egg. These flavorful, crunchy puffs beat all other products on the market in protein content.

**Transform the Shower Into a Relaxing Ritual** - Gone are the days of relaxing at-home spa treatment being reserved only for time-consuming baths. By adding just a few sprays of *European Spa Source's Eucalyptus ShowerSpa Mist* to one's daily shower ritual, it's instantly transformed into a luxurious, relaxing, aromatherapy steam-room experience. Trusted and used in spas internationally, the *Classic Eucalyptus ShowerSpa Mist* utilizes 100% pure, pharmaceutical-grade eucalyptus, a plant known to open airways, kill mold and bacteria and help people absorb more oxygen faster. The spray is then steam-distilled for an ultimate steam-room experience that is filtered and chemically analyzed for consistency and quality.

**Motorize Your Muscles** - Percussive therapy, like *TheraGun*, has the same impact as massage or self-myofascial release on steroids. Percussive therapy aims to mask and override pain signals to your brain, which would make you feel as if the soreness is gone.

**Mat Health** - One can be getting more than their workout off their mat. *HealthyLine's Infrared Gemstone Mats* release infrared rays and negative ions to improve the body's overall wellness levels and manage pain.

(Nancy Trent is a writer and speaker, a lifelong health and beauty advocate,



Nancy Trent

a globe-trotting trend watcher and the Founder and President of *Trent & Company*, a leading wellness PR firm. *Trent & Company*, which launched many health and beauty brands, grew out of Nancy's personal and passionate commitment to helping people live longer and healthier lives. A former journalist for *New York Magazine*, Nancy has written seven books on healthy lifestyles, serves on the editorial boards of several magazines and travels around the world speaking at conferences and trade shows on trends in the marketplace. She is a recognized expert in PR with more than 30 years of experience creating and managing highly successful campaigns. Nancy can be reached by phone at 212-966-0024 or email at [nancy@trentandcompany.com](mailto:nancy@trentandcompany.com). You can also visit [www.trentandcompany.com](http://www.trentandcompany.com).)

## The ABS Company Signs 100-Club Deal for Booty Coaster With World Gym Taiwan

**CHESTER, N.J.** - The Abs Company, a leading manufacturer of Core Based Functional Training equipment, announces that they have entered into a global partnership with World Gym Taiwan. Effective today, World Gym Taiwan will be the exclusive provider of The Abs Company's new Booty Coaster glute training machine. The companies have agreed to roll the product out in 100 locations over the next twelve months.

World Gym Taiwan is the largest fitness operator in Taiwan and the largest World Gym Franchisee in the world. Their state-of-the-art clubs and innovative programming makes them the ideal partner for The Abs Company's latest innovation.

The Abs Company is known in the fitness industry for providing innovative Ab and Functional training products, such as The Ab Coaster and TireFlip 180. The new Booty Coaster is the latest in that line of products, leveraging the rising trend of

Glute Training.

"We are very excited about this partnership with World Gym Taiwan" says **Sean Gagnon**, CEO of *The Abs Company*. "Our aligned values and priorities make this a perfect synergy. World Gym Taiwan are experts at taking a product and building a world class program and member experience around it. We look forward to working with them on our latest innovation."

**Michael Sanciprian**, CEO of *World Gym Taiwan*, understands categories and trends in fitness and believes in the Booty Coaster product stating, "Glute training is the hottest category in fitness today. The Booty Coaster is an intuitive and effective innovation from The Abs Company and one that we build our new Booty Club and Booty Zone around!"

World Gym Taiwan rolled the BootyCoaster out in 30 clubs in December, 2019 with plans to expand to the entire chain in 2020.

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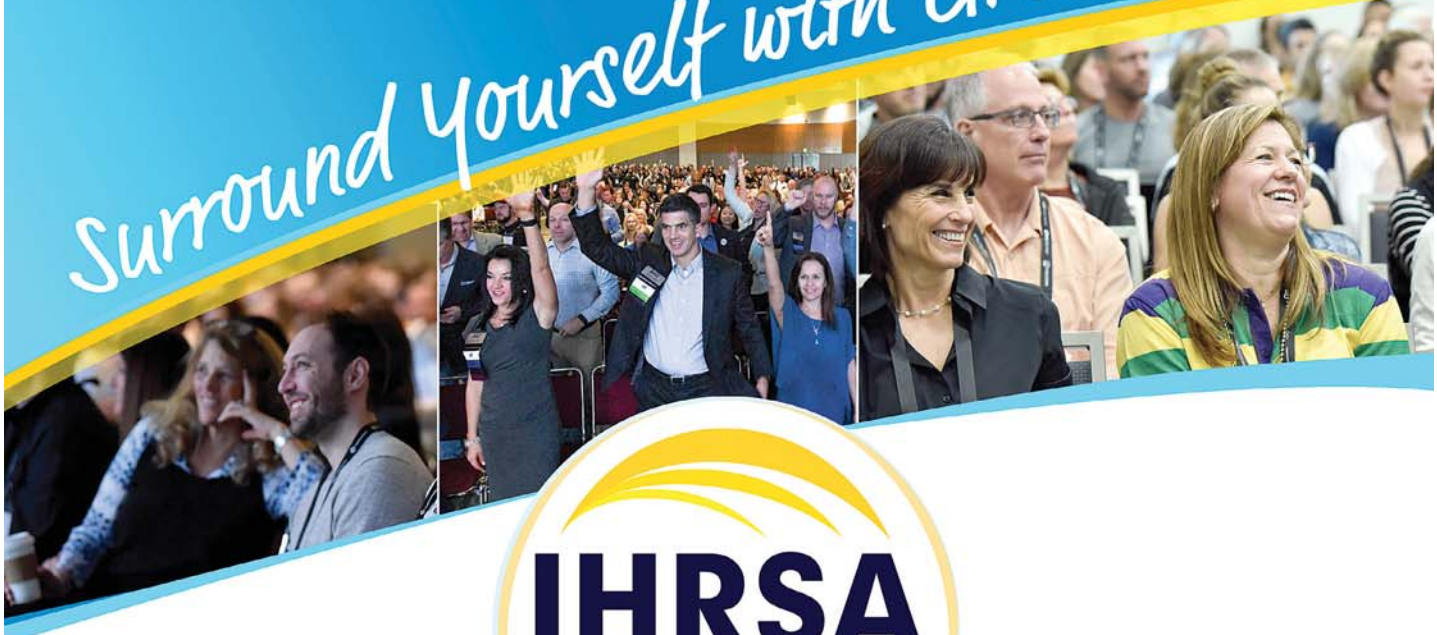
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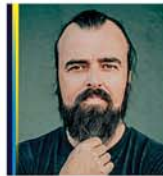
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# Planet Fitness Reaches 2,000th Location Milestone

HAMPTON, N.H. - Planet Fitness, Inc. (NYSE: PLNT), one of the largest and fastest-growing global franchisors and operators of fitness centers with more members than any other fitness brand, announced that it has opened its 2,000th location in Colorado Springs, Colorado on December 31st, 2019. The Company also opened its 2,001st location on December 31, 2019, bringing its 2019 total openings to a record 261.

"I am proud to announce this milestone, which demonstrates how our judgement free, affordable approach to fitness continues to resonate with consumers and the tremendous work being

done every day across our system by our franchisees, their team members on the front lines, and our corporate employees," said **Chris Rondeau**, *Chief Executive Officer of Planet Fitness*. "2019 has been a milestone year of growth for us; with more Planet Fitness locations opened than in any year in our history, and I believe we are just getting started. Beyond our own benchmarks for success, when compared to the industry, our growth is incredible, and we continue to see an opportunity to double our domestic store count over time and bring fitness to even more people's backyards."

Rondeau continued, "This mile-

stone wouldn't be possible without the passion and determination of our experienced franchisees who are bullish on aggressive, thoughtful expansion in both new and existing markets. I am excited about the growth opportunities that lie ahead, and together we continue to fulfill our shared mission of bringing non-intimidating, affordable and accessible fitness to all."

A leader in the fitness industry and franchising, Planet Fitness was named to *Fortune Magazine's 2019 '100 Fastest-Growing Companies' list* and *Forbes 2019 list of 'America's Best Franchises'*. Additionally, the Company also placed

ninth on *Entrepreneur's 2019 'Fastest Growing Franchises' list*, which measures companies' ability to scale fast and take their franchisees to the next level, and seventh on *Entrepreneur's 2019 'Franchise 500' list*. Planet Fitness offers extremely low membership fees starting at just \$10 a month, a high-quality experience, and a variety of benefits, including a hassle-free, non-intimidating environment, free fitness training included with every membership, brand name cardio and strength equipment, fully-equipped locker rooms, flat screen televisions and much more.

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## Thanks and Appreciation

At **Club Insider**, we are excited to be in our **27th Year** of this home-based health and fitness club trade publication! The thought that this publication was *founded to serve an industry I truly love*, and so that *I could become a Mister Mom for my son, Justin*, is still *intriguing and amazing* to us. I wish to extend our most sincere **Thanks and Appreciation** to everyone that's made this amazing 27-year run possible.

A very sincere **Thanks and Appreciation** go to **Rick Caro**, the **late Dr. Gerry Faust** and the **Faust Executive Roundtable #1** for helping me decide in 1993 what my home-based business would be. **Thanks and Appreciation** to my long-time friends, **Ron Hudspeth** and **Cathy Miller**, of **Atlanta's Hudspeth Report** for the tremendous assistance they provided. **Thanks and Appreciation** to all of the folks at **Walton Press** in Monroe, Georgia. They've done an absolutely excellent job for us all these years and have printed every one of our **313** monthly editions! And, of course, **Thanks and Appreciation** to the **United States Postal Service** for sending those editions out to our **10,000 readers!** **Thanks and Appreciation** to all of our **READERS**. Sincere **Thanks and Appreciation** to our **Club Insider Advertisers**, past and present, for their kind and dedicated support of this publication. It's amazing to know that we have several advertisers with over a decade of continuous advertising with us. We also want to say sincere **Thanks and Appreciation** to all of our **Club Insider Contributing Authors**, past and present, who've contributed *thousands* of excellent articles to help our readers with their Best Business Practices. **Thanks and Appreciation** to **IHRSA** for all it does.

Sincere **Thanks and Appreciation** to my son, Justin, who started working part-time for **Club Insider** when he was just eight years old (helping with mailings). This young man has truly been a fantastic partner for his Dad in **Club Insider**. Justin does our editing, publication layouts, all of our website design and maintenance, all of our bookkeeping and subscription processing work, as well as archive management and anything else that needs doing, including writing a majority of our cover stories each year.

Last, but surely not least, this writer who refused to fear failure when many told him he didn't have a chance of surviving the publishing business for even a year did survive. And, he would like to give sincere **Thanks and Appreciation** to the power that made that survival happen: **God**.

Very sincerely, with love in my heart for you all,

*Norm Cates, Jr.*

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