

Norm Cates'

# CLUB INSIDER

CELEBRATING 30 YEARS OF TRUST

## AUGIE NIETO

### *The Definition of Legacy*



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## MARCH 2023

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# CLUB INSIDER

CELEBRATING 30 YEARS OF TRUST

## AUGIE NIETO

### *The Definition of Legacy*

By: Justin Cates

*"If there ever comes a day when we can't be together, keep me in your heart, I'll stay there forever"*

-Winnie the Pooh

If you are reading this, then that day has come....

As hard as it is to leave my dear friends and family behind, I know that my fight is not over. I have battled ALS for almost 18 years. Physically, ALS has finally taken my body, but my battle to rid the world of this insidious disease will continue.

I know that I have a lot to be thankful for. I was luckier than most and was able to enjoy those close to me longer than

so many friends with ALS. I am thankful for my family, as I count them as the finest achievement of my life. I am thankful for my friends who stayed by my side and were a constant reminder of how precious life is, despite its difficulties.

Please keep me in your hearts... please help continue the progress of Augie's Quest to Cure ALS. Please help Lynne to carry on the mission, the second finest achievement of my life. Because I will be in your heart, I will get to experience the joy when we discover a cure.

Thank you for making my life better, by virtue of being in it!

Forever in your heart,

-Augie

**P.S.** In my memory, tell someone you love a funny or inappropriate joke, and think of me.

**P.S.S.** Details regarding *Celebrating my Life* will be shared when the arrangements are finalized.

• • •

Those are the words some of us read before going to bed on *Wednesday, February 22, 2023*. Could they mean what we think? Was it really true? Then, we awoke on *February 23, 2023* to the following from Augie's Quest:

Augie Nieto was our hero.  
(See *Augie Nieto* Page 10)



Augie and Lynne Nieto

## IHRSA Returns to Sunny San Diego

By: Justin Cates

**Publisher's Note:** This was originally going to be our Cover Story for this edition. With the passing of **Augie Nieto**, we decided to use our ability to pivot quickly and cover that because it was the right thing to do. We hope you will read both in their entirety.

Show). After having to cancel 2020 then push back the next scheduled annual event, IHRSA will now be having its 3rd IHRSA Show in 18 months:

**IHRSA 2021**

October 13 - 15, 2021 - Dallas, Texas

**IHRSA 2022**

June 22 - 24, 2022 - Miami, Florida

**IHRSA 2023**

March 20 - 22, 2023 - San Diego, California

In some ways, what we lacked in 2020 has come back multiple-fold in the years since. One of those, and the feature of this article, is the *Annual IHRSA Conference and Trade Show* (IHRSA

Why do I bring this up? Because if you are feeling conference or trade showed out,

you aren't wrong or alone. It has been a breakneck schedule. However, it has only been that way for those who have been to both (2021 and 2022) and are gearing up for the next in a few days.

Consequently, the shows in 2021 and 2022 have definitely felt more regional in scope. Some big-time vendors have utilized smaller spaces. Others chose to take some time off from the show completely. Given the budget required for an annual show, this is understandable when that timetable became three in a year and a half. It has been a grind.

Very importantly, though, I am not  
(See *IHRSA 2023* Page 14)



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- Augie Nieto Dies at Age 65 - 1958 - 2023
- Sandra Gordon Passes Away - 1958 - 2023
- Paramount Acceptance Celebrates 50 Years!
- Iron Grip Barbell Company Celebrates 30 Years!
- And, of Course, *Norm's Notes*

# Norm's Notes

■Hello Everybody! This is your Club Insider Founder and Tribal Leader Since 1993 checking in with our **351st monthly edition!** Folks, let me say to you all that, to me, it's really a **hoot** to realize we're in our **30th year of publishing!** To me... this is clear proof there **IS A GOD!** What else could explain this 30-year run producing and printing 350 editions being done by a **dude who flunked English 101** when he was playing football at N.C. State back in 1964 - 1967! (By the way, along the way, he was made **1st Team All Atlantic Coast Conference** and **Honorable Mention All American** as a Guard on the 1967 N.C. State Wolfpack Team that went 9 and 2 that beat *The University of Georgia* in the 1967 Liberty Bowl. Yeah, I know... you folks who're long-time Club Insider readers have heard me brag of these honors before. BUT... you NEW readers... please hang in here with me!

■Is America a **GREAT COUNTRY, or what?** Hmm... hmm... hmm!!! Now folks, talk about bragging! You long-time readers have seen me write the following words over and over: **"Is America a GREAT COUNTRY, or what?"** For you newbies who're reading this missive for the first time,

let me explain **WHY I write these heartfelt words every month.** The reason is that I'm as proud as hell to be an American, and I don't mind telling that to anybody, anywhere, anytime! I don't mind because the truth be told folks America **IS** the greatest country in the world and us U.S. citizens who believe that, and who share our pride, are not to be criticized for it, but are to be **PRAISED** for it! SO, folks... IF you believe... as I wholeheartedly believe, that America is a **GREAT COUNTRY** then I tip my Black Hat to you!

■I want to wish my **DEAR AUNT MELBA**, who's a wonderful lady and retired schoolteacher in Fort Worth, Texas, a very **HAPPY and HEALTHY** 90th Birthday! With Love, **AUNT MELBA!**  
-Norm a/k/a "Chip"

■Folks, here's the most difficult part of my job, and that is reporting to y'all about folks in our industry who've passed away. So, here goes with four sad reports of our industry losses...

■Born **February 15, 1958**, **AUGIE NIETO** helped change the world... through fitness and the advent of the *Lifecycle*. Passing

February 22, 2023, he continues to change the world... this time through his fight against ALS, one that surpassed every estimate in the history of the disease, and through its course raised **almost \$200 million** to hunt down and kill this horrible disease. Much progress has been made, but there is still a ways to go. *In Augie's own words, ALS may have taken his body, but his battle is not over. Everyone who knew him knows the battle and war will be won!* Please read this month's Cover Story on Augie Nieto, beginning on **Page #3**. And, please take a moment to join me in the chant we offered so many times at so many ALS fundraising events for Augie's **Quest: Augie... Augie... Augie... Augie... Augie... Augie... AUGIE!!!** May AUGIE NIETO Rest In Peace.

■This month, the industry is also mourning the loss of **LAURIE McCARTNEY**. The sad news of Laurie's passing was a shock to IHRSA and its *Industry Partner Advisory Council (IPAC)*, where she was a respected and engaged advocate, as well as the health and fitness club industry as a whole. Laurie was a friend, mentor and colleague who inspired with her intellect and approach, and she brought the same



Norm Cates

zeal and creativity to association and industry leadership that she brought to her own business and career. **BILL DAVIS, IPAC Chair and ABC Fitness Solutions President & CEO**, commented. "Her loss is felt by the entire IHRSA Family, and we are holding her colleagues, friends and family in our thoughts and prayers at this difficult time. I always enjoyed talking to her and admired her ability to think about complex (See **Norm's Notes** Page 7)

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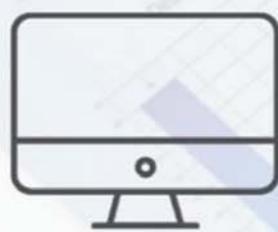
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# Exercise IS Medicine

By: Mike Alpert

To say that I feel numb after hearing about the passing of my dear friend, **Augie Nieto**, would be an understatement. It is really hard to believe.

I can remember Augie driving around in his van trying to sell *Lifecycles* to *Nautilus Clubs* in Newport Beach in the '70s. It was in 1991 as a *Managing Partner of The Athletic Club of Bend* that I became a customer of *Life Fitness*, and later, in 1995, as the *General Manager of Lakeshore Towers Sporting Club* in Irvine, California. But, it wasn't until 2014 that I really got to know Augie as a person.

In 2013, we opened a 3,000 square-foot studio at *The Claremont Club* to work with *Spinal Cord Injured (SCI)* people using a non-traditional method of weight bearing exercise. That program began with 17 SCI clients, and by August of that year, it had grown to 65 clients. It was during the following year that I received a phone call from an associate of Augie, **Gary Jones**, who told me that Augie had heard about our program and wanted to come to *The Claremont Club* for a visit.

So, Augie, with the help from his care givers traveled 52 miles from his home in Corona Del Mar to our club in Claremont, and we met in the studio. I hadn't seen Augie in many years and was shocked at how he looked. He was in a power chair and was hooked up to a respirator; had a feeding tube; a head brace and looked

very pale. Gary, Augie and I were watching a client, **John Sirena**, on our *Robomedica Treadmill* walking, and there was a large man standing behind us. I turned and asked him who he was, and he proceeded to tell me that he was John's best friend and care giver. John had fallen down a flight of stairs in his home early one morning, was paralyzed from the chest down and told that he would never walk again. His care giver then proceeded to tell me that he was now walking on his own; back to coaching baseball at *Chino Hills High School* and back on his bowling team. Augie's eyes lit up and he typed, with the balls of his feet onto his computer, "I want to start coming here for your program."

Many thoughts went through my head. We had never worked with anyone who had ALS... How will we know if he is in distress as he cannot communicate when he is out of his chair? How will we work around his breathing apparatus, his feeding tube, etc.? But, looking at him, my thought was how can we not? So, anyone who knew Augie knew how tenacious and how competitive he was. Also, once he made his mind up, it was 150% full speed ahead.

For three years, Augie traveled with his care team 104 miles total three times a week for three hours each time to participate in our SCI program. And, week after week after week, we saw amazing progress and improvements in his functionality and overall quality of life. I got to see Augie do things that were amazing.

For example, he could sit at a 45 degree angle and leg press 130 pounds 30 times; we saw hip and wrist flexion; and we saw Augie smile and color return to his face. And, with the help of an upright gait trainer, we were able to see him walk his daughter down the aisle at her wedding. It was such an emotional site to see. I kept thinking: Isn't it amazing that getting Augie back in the gym where he made his living and getting him to exercise with our method made all this difference. And, I truly believe that exercise is what kept him going, and even though his quality of life was so difficult, it made it much better than it would have been without it.

But, here is the huge difference that Augie made for us: He opened my eyes to see that, if we could make this kind of difference for someone with ALS, could it also help people with Multiple Sclerosis; Cerebral Palsy; Parkinson's; Stroke; Traumatic Brain Injury and Dementia/Onset Alzheimer's? And, thanks to Augie, by 2016, we were working with 114 people, of which 55 were Spinal Cord, and 59 were a mix of people with all of the above chronic health conditions. And, all were showing significant improvements. I got to talk with clients and their family members who told me more than once about the impact that Augie had on others we were working with. We would have never done this without Augie.

Augie has touched so many people in such positive ways. For me, he was an



Mike Alpert

inspiration and a person who changed so many lives through his work to find a Cure for ALS. He showed us all his love for his family. He was a committed husband and father. He was tenacious, hard working and never heard the word impossible. He truly had an amazing impact on everyone.

I love you Augie and will never forget all that you stood for and all that you did for others. God Bless You. You are proof that **Exercise IS Medicine!**

(Mike Alpert is the COO of Smart Health Clubs. He can be contacted at [mike@smarthealthclubs.com](mailto:mike@smarthealthclubs.com) or 951 - 205 - 1136.)

## Augie Nieto Dies at Age 65

### Fitness Industry Mogul, Founder of Augie's Quest to Cure ALS & Hero to ALS Families

**ORANGE COUNTY, CA** - With deep sadness, Augie's Quest shares the news that its *Founder, Beloved Leader and ALS Champion, Augie Nieto*, died, surrounded by his family on February 22, 2023, just seven days past his 65th Birthday.

Augie was the fitness industry mogul credited for the success of *Lifecycles*, *Life Fitness* and *Octane Fitness* brands. In 2005, at the height of his career, he was diagnosed with amyotrophic lateral sclerosis, or ALS, a progressive nervous system disease that affects nerve cells in the brain and spinal cord, causing loss of muscle control.

Shortly after his diagnosis, he and his wife **Lynne**, co-founded Augie's Quest, a nonprofit laser-focused on raising the funds and awareness needed to advance cutting-edge research and fast-track effective treatments to ultimately cure ALS. With the fierce tenacity he used to revolutionize the modern-day

fitness industry, Augie, expended that same high-energy and business acumen to transform how ALS research is conducted today.

Since 2005, under Augie's leadership, nearly \$200 million has been raised for ALS research. These funds helped to establish the *Augie's Quest Translational Research Center* at the *ALS Therapy Development Institute (ALS TDI)* to better understand the mechanisms of how ALS affects the body and use the knowledge to develop new, more effective treatments for the disease. A crowning achievement, Augie's Quest funding has led to development of Tegoprubart (formerly AT-1501), one of the most promising ALS treatments in development today and marks the very first time in history a non-profit organization research project has reached this stage of drug development.

As a leader in an industry dedicated to maintaining muscle strength

and performance, it is tragic irony that Augie's disease robbed him of the strength and use of his body. But, ALS could not take away his fierce competitive nature, determination, drive and love of life, friends and family. A visionary and true hero to so many ALS families, Augie galvanized the global fitness industry, corporate partners, individual donors, ALS families and friends, to join forces to change the way people live with ALS.



Learn More Get Involved

In Augie's own words: "Please keep me in your hearts... please help continue the progress of Augie's Quest to Cure ALS. Please help Lynne to carry on the mission, the second finest achievement of my life. Because I will be in your heart, I will get to experience the joy when we discover a cure."

His life story was chronicled in the award-winning film, *Augie*. To honor Augie's memory, visit [augiesquest.org](http://augiesquest.org).

Help support ALS research

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OUR MISSION

Augie's Quest to Cure ALS

★ **raises the funds and awareness** urgently needed to advance cutting-edge research, fast-track effective treatments, and ultimately, ★ **find a cure for ALS**.

**...Norm's Notes**

continued from page 4

challenges in a simple and logical way. She was a positive beacon for our industry and will be deeply missed by those who had the pleasure of knowing her and interacting with her." Folks... **May LAURIE McCARTNEY Rest In Peace.**

■ This from our friend, **MIKE MANNING**, who reports that **GLENN A. BARTH**, age



Laurie McCartney

80, passed away on February 18, 2023. Glenn had an BBA and MBA from the University of Michigan, and he was a lifelong Wolverine fan. He was a veteran of the United States Coast Guard. And, he worked for **BILL HUBNER** as the Chief Financial Officer at Fitness Management Corporation for 53 years. He was the beloved husband of **DIXIE (RAHKOLA)** for 55 years and the loving father of **CRAIG CHRISTIANA BARTH, BRIAN (JENNIFER) BARTH** and **BRADLEY BARTH** as well as had and loved multiple grandchildren. **May GLENN BARTH Rest In Peace.**

■ Last month, at press time, we learned of and reported on the passing of **SANDI GORDON**. This month, the full obituary begins on **This Page**. **May SANDI GORDON Rest In Peace**

■ The IHRSA Board of Directors has added two industry veterans who have been called to serve as voting members of the Association: **ORI GORFINE**, President of U.S. Fitness Holdings, and **RICHARD BEDIIE**, CEO of ExerciseNZ and Chief of Staff to the International Confederation of Registers for Exercise Professionals (ICREPs). Each assume positions on the IHRSA's Board of Directors. Ori fills

a vacant seat, and Richard will represent IHRSA's Global Health & Fitness Alliance, a group of international senior industry leaders and stakeholders.

**CHRIS CRAYTOR**, IHRSA's Board Chair and CEO of acac Fitness & Wellness Centers and CEO of Welld Health commented: "As we move further into a new legislative session in the nation's capital, IHRSA Board of Directors' work is critical in helping the Association raise our profile as an industry and work to secure passage of important legislation like the PHIT Act. Each member's experience and diverse background helps ensure that

IHRSA continues to reflect the important role our industry plays in helping consumers achieve better physical and mental health. I appreciate Ori and Richard's investment of time and energy to support the Association and industry, and to continue our work of guiding IHRSA's ongoing in the days ahead."

**Thank you for your Board service, Ori and Richard!**

■ Congratulations to one of the leading gym software and billing services companies  
(See **Norm's Notes** Page 8)

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## Sandra Gordon Passes Away 1958 - 2023

**IDAHo FALLS, ID** - Compassionate, intelligent, beautiful, nurturing, devoted, responsible, interesting, positive with a vivacious personality. These words combined describe **Sandra Gordon** who left earth for a better place on January 24, 2023. There is more to know about this incredible person in her 64 years of enjoying life.

Graduating high school in Denver, Colorado, Sandi jumped into the medical field, working as a tech in the cardiovascular department in Denver. In 1982, she moved to Florida to pioneer an ultrasound mobile lab program. She instantly fell in love with the ocean and beaches. It was there where she met and married the love of her life, **Ray**. For many years she successfully managed "Fitness on the Move," a health club in Fort Myers, Florida.

Ray and Sandi combined his work with her insatiable quest to learn and see new things with multiple road trips (her favorite pastime). National parks and historic sites ranked high on her list of must dos. This took her travels to all 50 states and 14 foreign countries.

Moving to Idaho Falls in 2010, she used her previous experience in health and fitness to become a certified personal trainer at *Club Apple*. It was there she discovered her greatest passion, the *Rock Steady Boxing Program* for people with Parkinson's. Empowering people with Parkinson's to fight back against the



Sandra Gordon

disease is what Sandi was all about. Even in her last months of fighting cancer, she would watch daily the Rock Steady Boxing classes at the club on the cameras, and they would all wave to her. She would say her Parkinson's friends gave her strength.

A *Celebration of Life* was held on Friday, February 10th at *Club Apple* in Idaho Falls, Idaho. In lieu of flowers, donations may be made to the *Snake River Animal Shelter* in remembrance of her love for animals. Condolences may be sent to the family online at [www.woodfuneralhome.com](http://www.woodfuneralhome.com).

## ...Norm's Notes

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in the industry, **Paramount Acceptance**, as they're marking the occasion of 50 years in business! **WOW... what a great achievement!** Check out the **Press Release** on **This Page**.

■ **SARA KOOPERMAN, JD**, CEO of **SCW Fitness Education**, has gone to Trend List City, comparing and contrasting multiple Top 10 Trend Lists by location/organization. The results are interesting, and you can read all about it in her **Article** on **Page #16**.

She will also cover this information in more depth during her **Presentation** at **IHRSA San Diego on Tuesday, March 21st, 3:30PM - 4:15PM**.

During this presentation, Sara will examine the fitness fads, exercise trends and wellness goals that drive our health and wellness businesses to success in the coming year. Boutique studio successes, customer experience challenges, creative programming options and technological advancements will be put under a microscope of best practices. To unlock our potential, we will inspect implementation of various programming including function,

aging, strength, flexibility, relaxation in both group fitness and personal training. This innovative session reviews the predictions from various sources including both private and public fitness facilities along with **IHRSA, ACE, ACSM, NASM and SCW** insights. **STAY TUNED Folks.**

■ **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 have served around the world. God bless America's Policemen and women and Firemen and women; keep them safe. Finally, God bless you, your family, your club(s) and your members. God Bless America! Laus Deo!**

(Norm Cates, Jr. is a 49-year veteran of the health, racquet and sportsclub industry. He is the Founder and Tribal Leader Since 1993 of Club Insider, now in its 30th year of monthly publication. In 1981, he was IHRSA's First President, and a Co-Founder of the Association with Rick Caro and five others. In 2001, he was honored by IHRSA with its DALE DIBBLE Distinguished Service Award, one of its highest honors. And, in 2017, he was honored with Club Industry's Lifetime Achievement Award. You can reach Norm by phone at **770-635-7578** or email at [Norm@clubinsideronline.com](mailto:Norm@clubinsideronline.com).)

■ **God bless our troops, airmen and**

## Paramount Acceptance Celebrates 50 Years!

**HOLLADAY, UT** - Leading gym software and billing services company, **Paramount Acceptance**, is marking the occasion of 50 years in business. The company was started in the 1970s by pioneers of the commercial fitness industry and continues to provide software services to gyms and health clubs today.

"We are proud to commemorate this important milestone and achievement for our business, as we started in the early days of the commercial fitness industry and have been fortunate enough to serve the industry for the past 50 years," said **Ren Rice**, CEO of **Paramount Acceptance**. "We have seen many changes to the fitness industry over the years, and we're proud that our business has continued to stay relevant and innovate."

Paramount Acceptance was started by fitness industry founding fathers **Bob Rice** and **Ken Melby** in the early days of the modern gym and health club industry. They combined their expertise to run health clubs together, and in the process, found the need for a better billing service to improve the situation for their operations and their members. They began Paramount Acceptance to fit their own needs, which were based upon a deep understanding of the gym and health club arena. They began offering their software and billing services to other businesses in the fitness industry to help other gyms solve similar problems that they understood and had solved for themselves. That's why the company motto became: *"Built by gym owners for*

*gym owners."*

Paramount Acceptance's offerings have been used by a range of gyms and health clubs during the last 50 years. This company has a long history of serving businesses like **VASA Fitness**, **Onyx Health Club**, **Peak Health and Wellness** and **24e Fitness**.

Its software and services are specifically designed to suit the needs and goals of the fitness industry. For instance, its **PULSE** software supports gyms and health clubs with gym management, scheduling and CRM needs. It offers a range of useful features that help gyms with their scheduling, personal training, employee and member management, marketing, billing and other aspects of running a gym business. The company also offers services to gyms to help with billing and collections, customer service and marketing. It provides tools to improve the member experience, including a mobile app and gym payment website. These numerous tools and services provide gyms with important benefits like streamlining operations, maximizing budgets and creating more efficiency. One of the keys of Paramount Acceptance's business model is that it provides a customized experience so gyms can get the features they need and skip the ones they find unnecessary.

To learn more about Paramount Acceptance's gym-focused software and service offerings, visit [www.paramountacceptance.com](http://www.paramountacceptance.com).

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to Sunny San Diego



## ...Augie Nieto

continued from page 3

He inspired us, made us laugh, and made us cry. He taught us that when life hands you unspeakable challenges, what really matters is surrounding yourself with people who love you, and a cause you believe in. He was passionate about finding a cure for ALS, and we are proud to be "Augie's team."

Augie passed peacefully yesterday surrounded by his beloved wife, Lynne, his family and loved ones.

Augie wrote:

**Please keep me in your hearts... please help continue the progress of Augie's Quest to Cure ALS. Please help Lynne to carry on the mission, the second finest achievement of my life. Because I will be in your heart, I will get to experience the joy when we discover a cure.**

Augie was a visionary, an icon in the fitness industry, and a powerful force in the ALS space. He was the Co-Founder and retired CEO of Life Fitness, Chairman and Co-Founder of Augie's Quest to Cure ALS, and the Chairman of the ALS Therapy Development Institute. He was a beloved husband, father, brother, son, mentor, and friend. Under his leadership, almost \$200 million was raised for ALS research. More importantly, Augie was directly responsible for countless advancements and changing the landscape of this horrific disease that ultimately took him just after his 65th birthday.

We were proud to fight with Augie and Lynne to transform the way ALS research is funded, approaching it in unprecedented ways. We will diligently work beside his beloved wife in Augie's honor and memory to find a cure for ALS.

Augie wrote:

I know that my fight is not over. I have battled ALS for almost 18 years. Physically, ALS has finally taken my body, but my battle to rid the world of this insidious disease will continue.

We love you Augie. We're with you, Lynne.

Your Augie's Quest Team,

Shannon, Gretchen, Kelly, Angel and Kelsey

### Legacy

The idea of legacy is from a moment in time looking back, yet it is built from the present moving forward. Thus, a legacy is the aggregate of the past. If you really think about it, it is truly an interesting concept. No one can actually experience their own legacy because that is what comes after. All one can do is everything possible during their time to ensure their legacy will be one that is good, positive, righteous and makes a difference.

Augie Nieto has moved on from us, and in doing so, he has now left a legacy that has and will continue to have a profound impact... on those who knew him AND those who did not.

You know the story of Augie... The linking up with **Ray Wilson** to bring *Lifecycle* to market via the founding of a company with the same name. The acquisition of that company by *Bally*. The eventual renaming to and birth of *Life Fitness*. The re-acquisition by Nieto and partners. Then, the acquisition of Life Fitness by *Brunswick*. All by 1997.

From *Lifecycle* to *Life Fitness*, a legacy was already guaranteed for Augie. He had changed the industry, and really, the world in many ways because of the products *Life Fitness* brought to the masses. Then, it happened. After spending 1997 - 2005 advising and serving on Boards



Augie Working Out At Home

of multiple companies, in March of 2005, he was diagnosed with *Lou Gehrig's Disease*, a/k/a **ALS**.

For someone like Augie, the diagnosis was devastating. But, also, for someone like Augie, it was not the end. After working through his own darkness and finding a new light, the beginnings of a new legacy took shape: **AUGIE'S QUEST**.

To date, over the next 17 years, Augie's Quest raised almost \$200 million towards finding the cure for ALS. As Augie and Lynne always informed, "**ALS is curable; it's just underfunded.**" As you go back and re-read those numbers, keep in mind, at that time, the usual life expectancy for someone with ALS was 3 - 5 years. Now, looking back, we are talking about almost 18 years of battle against hell.

Though the General has fallen, the battle continues, and *that* is now *Augie's Legacy*. Yes, the *Lifecycle* was cool. Personally, I love *Life Fitness*. But, I would trade them for the cure. I believe Augie would, too.

What follows are remembrances by those who knew Augie, worked with Augie, loved Augie. We welcome yours and will add it to the online version of this story once received. Simply email them to [justin@clubinsideronline.com](mailto:justin@clubinsideronline.com).

### Remembering Augie

"The proudest part of my entire life was being Augie's wife. He was so overwhelmed with gratitude of how his beloved fitness industry rallied behind our Quest to find a Cure for ALS. As our family begins to learn what life is like without Augie, we will always remember how much the fitness industry showed up. We will find a cure; it was Augie's wish that the Quest continues."

-Lynne Nieto

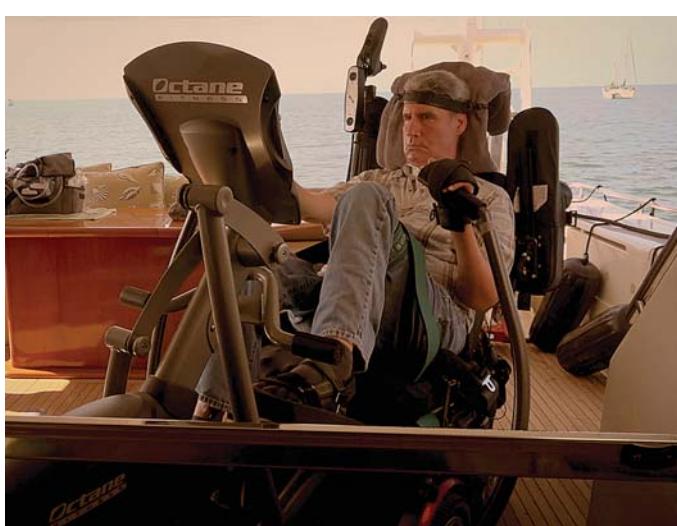
"I had the privilege to work with Augie for almost 18 years in our Quest to find a Cure for ALS. No one has done more in the ALS space than Augie Nieto; he is an icon. A big part of me thought he was invincible and would always be with us. Although I've lost countless friends to this brutal disease, I hoped Augie would miraculously not be one of them.

There are so many memories flooding my brain, and I had the honor of spending the last couple tough days with his incredible wife and family sharing some of our favorite Augie stories. Augie changed my life. He taught me to laugh when all you want to do is cry, he taught me that a special occasion is not needed to open the best bottle of wine, he taught my son his first bad word (luckily, he doesn't remember!), and he made me believe I could accomplish anything.

When he was first diagnosed, he called me every morning to share what he wanted Augie's Quest to be, how much he adored Lynne and what was important to him. I mourned the loss of those phone calls when Augie lost his voice, but every conversation after took more effort on Augie's part and was even more meaningful. Augie made every decision fueled with love and purpose. When we were last together in person earlier this month, his first question was not one I can share here (he never lost his inappropriate sense of humor) but was immediately followed with 'I'm proud of you,' and 'I love you.' Augie, I'm proud of you, and I love you, too."

-Shannon Shryne, President and Co-Founder of Augie's Quest

"Augie was an early force in the club industry as he and his company, Life Fitness, created the electronic cardiovascular segment. That later morphed (See **Augie Nieto** Page 12)



Augie Working Out At Sea

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**...Augie Nieto**

continued from page 10

into a full array of fitness equipment, high tech and sleek in design. Life Fitness became the largest manufacturer in the world. Although that would be an amazing achievement unto itself, it is the period after Augie was diagnosed 18 years ago for which his legacy was truly built. He took his ALS diagnosis of Lou Gehrig's Disease and made it into his next challenge.

He would elevate himself to finding a cure. He founded Augie's Quest, a separately created research effort to focus on the cure for this insidious disease. He raised millions, personally leading the non-profit effort, which created its own lab. This has led to the current testing of possible cures in humans today.

He lived for all those years riddled by ALS, but we all know that was not a story that would deter him. Using his retinal scanner and typing with his toes, many often received email replies minutes after sending one to him. He was a fierce competitor who took on the challenge. He assembled an army in the fitness industry and the medical fields. He was never deterred. And, I never thought for one moment that he would not be able to see the fruits of his efforts, because his determination to live and lead was immeasurable.

We will all be more dedicated to his efforts to continue on the path. We will all succeed in finding the cure because of Augie. And, I should highlight that he left us with a phenomenal leader in Lynne and a dedicated team at Augie's Quest. We are more empowered than ever."

**-Rick Caro, President of Management Vision**

"Augie will always be remembered as a champion at whatever he put his heart and mind to, and as a leader beyond compare, but most of all as a

friend to so many of us who admired him so unreservedly."

**-John McCarthy, 25-Year Executive Director Emeritus of IHRSA**

"How many individuals do you know whose vision not only changed and impacted an entire industry, and as an encore, used this same vision to work to find a cure for a terminal illness, while at the same time suffering from it. An icon of the fitness industry and a champion for ALS, Augie Nieto with his wife, Lynne, at his side is truly an American success story and hero. I was blessed to have had a front row seat from the early days decades ago beginning with his revolutionary Lifecycle bike and company, Life Fitness, to the present day with our involvement in Augie's Quest Clubs For the Cure and a honored place on his Board. During this time, I was privileged to see and become friends with the most inspirational and greatest leader I have ever known, Augie Nieto. When a person physically leaves this earth, what is most important is did they contribute to making the world a better place? There is no disputing that Augie did so. His legacy will include that everyone that knew him or of him were better people, more caring, loving and inspired by him to do good for others. And, I am confident that the eradication of ALS will be known very soon as AUGIE'S CURE."

**-Jim Worthington, Owner of Newtown Athletic Club**

"There are people who can positively impact your life, and there are individuals who change your life! Prior to getting to really know Augie, I thought that I reached for large goals and was very satisfied that, most often, I was able to achieve them.



The 10th Annual Bash For Augie's Quest



Augie Walking His Daughter, Lindsay, Down the Aisle on Her Wedding Day

I soon learned that I was limiting myself when dealing with Augie, and that I had the potential to pursue much higher goals to not only reach but most often exceed them.

In my personal dealings and conversations via email with Augie, he needed not only me but many others to work with him and his great Augie's Quest Team towards achieving what many felt were impossible: Finding a Cure for ALS... in a short window of time!

Augie had a way of pushing my button to expect more of myself, which applied to not only how I may be able to support the ALS grassroots fundraising efforts but how it also translated outside to my other professional and personal goals.

Augie and Lynne are examples of *Difference Makers* in the world, which required those who were involved in helping them achieve the goal of finding the cure for ALS to also understand that they also had the potential and obligation to make the world a better place for those in need!

Augie's Quest is not over with Augie's passing because *it was always about the goal and not the person*. We are all now even more laser focused on finding the cure for ALS.

I am very sad that Augie's journey has moved on to a new level, and we will miss his passion for life and his mission. I am sure that I, along with many others, will continue to work together to provide the funds so that there is a cure in our lifetimes for all those living with ALS.

Augie and Lynne clearly demonstrated to the fitness industry that we are not competitors, but rather, we are **ONE INDUSTRY**. We are so powerful when we come together and work for common goals, which has resulted in the amazing financial support from the fitness industry provided to the *ALS TDI Research Center* in Massachusetts. They will find the cure for ALS.

I was personally very fortunate that my relationship with Augie over the past 15 years expanded my vision of the world and understanding that anything and everything is possible when you believe in your dream. Augie will be missed but not forgotten!"

**-Kevin McHugh, COO of The Atlantic Club**

"I did not know Augie before Augies Quest. I knew of him, but did not get to know him until his battle with ALS had begun. I was introduced through two of his biggest supporters, Kevin McHugh and Jim Worthington, and was so inspired by our first time attending the Bash at IHRSA that we joined the Quest.

Augie put his personal battles aside for a much larger battle for the greater good. He inspired so many through his "no quit" spirit along side his amazing wife and Team at Augie's Quest. Most of us will never know how hard that battle was for him and his family, but just like him, we must not quit. This battle will continue until we can put his name on the cure."

**-Larry Conner, CFO of Regymen Fitness**

"Augie Nieto was a legend, finding great success as an entrepreneur and fitness industry leader, and even greater success as a leader in the fight against the disease that ultimately took his life: ALS.

Augie was a friend, partner, colleague and mentor to the IHRSA staff and leaders over his many decades of business and later charitable leadership. The IHRSA family is proud to have partnered with his charity, Augie's Quest to Cure ALS, to help raise funds to support its mission and to call attention to the importance of ceaseless innovation and research towards a cure.

(See **Augie Nieto** Page 13)



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### ...Augie Nieto

continued from page 12

His legacy in our industry will carry on in supporting causes like Augie's Quest, and in echoing his message of inspiration, joy, and positive progress to those fighting, facing, and working to cure the scourge of ALS.

His family, friends, peers, and team members are in our thoughts and prayers at this difficult time."

-Liz Clark, President and CEO of IHRSA

consciously met Augie at the *Bash for Augie's Quest* in San Diego in 2008. My Dad and I were at a party for *Strive Fitness*, which was taking place on a yacht in the middle of the harbor there. An hour or so in, my Dad nudged me and said we had to go. Not knowing what was next, I didn't want to leave (I was fresh out of college and on a yacht). Long story short, we took a taxi boat and arrived at the Bash just in time. The event blew me away. I had never seen such caring, kindness, love and giving. I was hooked from that moment on and did everything I could to help the cause.

"When I first learned who Augie was, I was in 6th grade. I regularly used a Lifecycle bike. Not for exercise (because I was in 6th grade) but to see how fast I could pedal it. One day, Dad showed me our *January 1997 Edition*. There was Augie on the cover with the same model Lifecycle I used (or close to it from a 6th grader's eyes)! I was blown away. This was celebrity stardom 101. I took that edition to school the next day and showed it to anyone who would take a look. They all asked the same thing: 'Is that your Dad!?' I said, 'No that's Augie NEETO!' Not knowing how his last name was pronounced (once again, 6th grade).

Fast forward 11 years, I first

Over the years, I got to exchange toe emails with Augie (he would literally type emails with his toes; you try to do that and tell me it's easy), as well as interview, and really, just hang out with **Lynne Nieto** several times. I worked with **Shannon Shryne** and **Angel Moser** on various articles/releases over the years. I went to and reported on various events around the country that were not the Bash. I met many people with ALS you may never know the names of, some no longer with us. But, every one of them mattered! Through all of it, I saw the literal hell on earth this disease is. It is as wicked as it comes, and it must be defeated.

But, once again, as stated earlier, research is underfunded. Let's keep the funding going and take this thing down. To contribute, please go to [augiesquest.org](http://augiesquest.org).

From knowing Augie 'Neeto' to Augie Nieto to just Augie, it was an honor of my life. Augie, Rest In Peace, Friend. We (your army) will take it from here."

-Justin Cates, Publisher of Club Insider

a joke, but I am going to go with a quote:

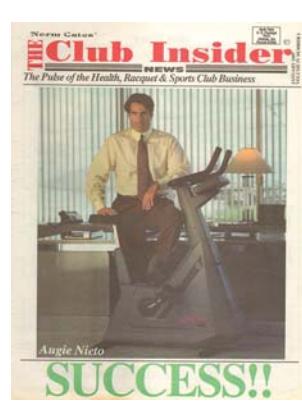
*"I am ready to meet my maker, but whether my maker is prepared for the great ordeal of meeting me is another matter."*

- Winston Churchill

Something tells me Augie is going to whip upstairs into shape, and we are going to hear about it. And, it just might grease the skids down here to finish the job of curing ALS.

**Augie, REST IN PEACE. Lynne, we love you and are here for you! Call on this army.**

*(Justin Cates is the Publisher of Club Insider. Having been born into a club business family in 1985, Justin grew up in the health and fitness club industry. He has lived and breathed this industry for 38 years, since his own day one, and he loves it dearly. Graduating from the Terry College of Business at The University of Georgia in 2007, Justin has run day-to-day operations of Club Insider for 15 years. Justin became Publisher of Club Insider in April of 2020. Justin's Dad, Norm Cates, continues to serve as Founder and Tribal Leader Since 1993. You can reach Justin by phone at 863-999-2677 or email at [Justin@clubinsideronline.com](mailto:Justin@clubinsideronline.com).)*



January 1997

## ...IHRSA 2023

continued from page 3

critical of the decisions IHRSA had to make in this realm. In fact, I have been for and privately advocating for them, knowing it would essentially be the only way we would get back to the normalcy of having an annual March show AND the Association still being around to provide it for the industry. So, it is in this light that we bring this story to you.

Finally, a few years later, the IHRSA Show returns to where we all love: **Sunny San Diego!** We want attendance to go from a lull to a roar! If you are already scheduled to be there, read on to learn about what you should definitely check out while there, with a *Club Insider* twist, of course. And, if you are still on the fence about attending, read on, too! Then, register right away at [ihsra.org/convention](http://ihsra.org/convention).

### Key Events/Sessions

#### IHRSA Foundation Reception

Sunday, March 19, 2023 - 7:30 PM to 9:30 PM

Kick off IHRSA 2023 at the IHRSA Foundation Reception! You'll have the opportunity to network with industry leaders while learning about this year's initiatives of the Foundation. Reception tickets are \$175 each, and all proceeds benefit the IHRSA Foundation, a 501(c)3 - public charity.

*This is a ticketed event and business attire is recommended.*

#### IHRSA "Making Connections" Orientation

Monday, March 20, 2023 - 7:30 AM to 8:30 AM

**Presented By:** Nicole Johnson, Senior Director of Membership, IHRSA

Designed specifically for first-timers! This is your chance to learn how to take advantage of everything

the conference has to offer and to get comfortable networking with other attendees. Plus, we'll provide tips and tools to help keep you organized allowing you to easily share content and ideas when you get back home.

#### Keynote and Award Presentation

*Building World Class Teams*

Monday, March 20, 2023 - 10:15 AM to 11:30 AM

How do you inspire individual team members to become great teammates? What if your teams were not only driven to achieve goals with each other but FOR each other? The world's most successful teams have one thing in common: Human Synergy, which **Robyn Benincasa** describes as, "The magic that allows groups of ordinary people to accomplish extraordinary things together."

Based off her best-selling book, *How Winning Works: 8 Essential Leadership Lessons From The Toughest Teams On Earth*, Robyn's innovative team-building strategies offer practical tools to adapt, overcome and win as ONE, against all odds.

"The hallmark of a world class team is when they're not only working WITH each other but FOR each other."

#### Learning Objectives:

- Learn how to raise your team to the next level, both personally and professionally;
- Cultivate deep and lasting connections in any team;
- Discover how to achieve at peak levels by reaching UP and OUT.

#### 14th Annual IHRSA Women's Leadership Summit

Monday, March 20, 2023 - 5:00 PM to 6:00 PM

Join your fellow industry leaders with a focus on elevating women in the fitness industry. Network and participate in a global panel discussion featuring successful female leaders and entrepreneurs in the industry. Hear about the challenges and opportunities from the Middle East, Asia, North America and South America. The 14th Annual IHRSA Women's Leadership Summit is a consistent favorite session at the convention! Join us for a great opportunity to grow your network.

#### IHRSA Kick-Off Party

Monday, March 20, 2023 - 7:00 PM to 9:00 PM

Celebrate being together again in Sunny San Diego! Music by producer, DJ and musician **J Rythm**, dancing, bites and beverages accompanied by games and great conversation. Sponsored by Celsius

#### Keynote Session & Award Presentation

*The Way Forward: Master Life's Toughest Battles and Create Your Lasting Legacy*

Tuesday, March 21, 2023 - 8:30 AM to 9:45 AM

Learn from the man who had Osama Bin Laden in his sights and led the team that killed him. When **Senior Chief Special Warfare Operator, Robert J. O'Neill**, was a *SEAL Team Six Leader*, he led extractions under enemy fire, tailed terrorists for days and snuck onto land to meet with sources. His training taught him to be resourceful and make good decisions no matter the circumstances. Now, he shares his lessons from these experiences to show you how to achieve what may seem impossible and become the best version of yourself.

Based on his book *The Way Forward: Master Life's Toughest Battles and Create Your Lasting Legacy*, O'Neill offers audiences a deeper look into how to use hard-earned lessons from both his time in combat and his personal life to

accomplish their goals, overcome adversity and discover the hero within you.

#### Learning Objectives:

- Hear Rob O'Neill's personal journey as a Navy SEAL;
- Seek out methods to overcome challenges;
- Get inspired to accomplish your own business goals.

#### 26th Annual IHRSA Financial Panel

Tuesday, March 21, 2023 - 10:45 AM to 12:15 PM

A must-attend event over the last 26 years, the IHRSA Financial Panel hosts brilliant minds in the fitness and health club space with knowledge on all sectors of the finances of the fitness industry. Panelists will discuss the continued recovery from COVID-19, the equity and debt sides of the industry, current trading status, potential future threats and upcoming likely financial news.

#### Moderator:

- **Rick Caro**, President of Management Vision, Inc.

#### Speakers:

- **Jon Canarick**, Managing Director of North Castle Partners;
- **Kurt Cross**, Managing Director of Morgan Stanley;
- **Randy Konik**, Managing Director of Jeffries;
- **Cooper McKee**, Managing Director of North Point; speaking.

(See **IHRSA 2023** Page 15)



Opening Reception at IHRSA 2022



Norm Cates and Liz Clark at IHRSA 2022

## ...IHRSA 2023

continued from page 14

### Planet IHRSA: The International Reception Tuesday, March 21, 2023 - 6:30 PM to 8:30 PM

Join international attendees, partners and leaders in a special cocktail reception. Discuss new global initiatives, learn about the global health and fitness alliance (GHFA) and discover new opportunities to grow, promote and protect the international fitness industry.

### Keynote Session & Award Presentation Master the Chemistry of Change

Wednesday, March 22, 2023 - 9:00 AM to 10:00 AM

Over the past three years in particular, the fitness industry has been the definition of change and disruption. It has been constantly challenged. With change comes frustration, but with change also comes opportunity! In this session, **Cassandra Worthy** will help you uncover your inner *Change Enthusiasm!* The *Change Enthusiasm* strategy will empower you to self-assess your change emotions and redirect anxiety and fears into moments of opportunity.

### Learning Objectives:

- Get an inspired perspective that managing and championing significant shift is entirely possible... and even enjoyable;
- Learn the steps to cultivate a growth mindset to thrive in the face of stressful and frustrating change;
- Gain the education, energy, and motivation to take the first step to be becoming a *Change Enthusiast*.

### Club Insider Author Sessions

During IHRSA 2023, there will be more conference sessions than anyone can attend, so we want to help direct you to those we know you will find value in, and that is those presented by *Club Insider Authors!* They include:

#### Creating with Canva: The Art of Graphic Design for Amateurs

Monday, March 20, 2023 - 9:00 AM to 10:00 AM  
**Chris Stevenson**, Partner, Empower Group

#### Is Fitness Recession Proof?

Monday, March 20, 2023 1:45 PM to 2:30 PM  
**Mark Williamson**, Founder, Club Intel

#### Strategy, Operational & Financial Management

Monday, March 20, 2023 2:45 PM to 3:45 PM  
**Bill McBride**, Co-Founder, President & CEO, Active Wellness LLC

#### Leadership, Culture and Profit

Monday, March 20, 2023 4:00 PM to 4:45 PM  
**Greg Maurer**, Vice President of Fitness & Education, Workout Anytime

#### Trends in Fitness Programming

Tuesday, March 21, 2023 3:30 PM to 4:15 PM  
**Sara Kooperman**, CEO, SCW Fitness Education & WATERinMOTION

### Club Insider Advertiser Exhibitors

During IHRSA 2023, be sure to check out the always sizable Trade Show, and keep in mind, exhibiting fees pay for much of the entire Conference and Trade Show. It takes a lot to be there, and you will find something excellent for your facilities among the great companies that exhibit.

Here are the Club Insider Advertisers who will be exhibiting:

**Club Automation - VFP** - Booth #2121

**iGo Figure Software** - Booth #3630

**IHRSA - Everywhere**

**Paramount Acceptance** - Booth #2843

**Sports & Fitness Insurance** - Booth #3644

And, of course, be sure to visit *Club Insider* at **Booth #1548!**

#### Trade Show Hours:

Tuesday, March 21, 2023 - 10AM - 6PM

Wednesday, March 22, 2023 - 10AM - 4PM

**Statement from Liz Clark,**  
*IHRSA President and CEO*

#### #IHRSA2023 Returns to Sunny San Diego

San Diego has what many people consider to be the State's best weather, and after the long and punishing days of the pandemic, it's exciting to come together as an industry to reconnect, share and partner for what we hope are sunny days ahead for the entire health and fitness sector.

The *IHRSA Convention and Trade Show* truly unites the entire industry from around the world... all under one roof.

This year, we've planned some valuable new sessions and events that will ensure suppliers, partners, studios, clubs, and organizations throughout the industry find value, make connections, and gain the best available information and insights. And, we're of course planning the fun and energy for which IHRSA is known!

We're already generating buzz and excitement for our *CEO Fireside Chat*, which I'll lead, along with **Anthony Geisler** of *Xponential Fitness*, **Chris Rondeau**

of *Planet Fitness* and **Matthew Stevens** of *Bay Club Company*. These sessions really help professionals at all levels learn from some of the best and brightest, and gain knowledge they can apply to their own business. We'll also have our unique premium access hour for IHRSA Premium Members... added value for our top supporters.

As always, our Trade Show floor will host more than 300 exhibitors, sharing the latest products, services and systems. And, one in four speakers are new this year. They'll pair well with a top-flight series of keynote speakers including former *Navy Seal* **Robert J. O'Neill**, **Cassandra Worthy** of *Change Enthusiasm Global* and **Robyn Benincasa**, a top tier athlete and advocate.

Finally, we're helping the entire industry get smarter with cutting edge data and analysis. Our financial panel and consumer report sessions spotlight valuable information you can apply to your own business, and we are offering workshops on important topics like *Diversity, Equity and Inclusion* as well as sessions for women leaders and our international partners.

#### See you in San Diego March 20 - 22!

*(Justin Cates is the Publisher of Club Insider. Having been born into a club business family in 1985, Justin grew up in the health and fitness club industry. He has lived and breathed this industry for 38 years, since his own day one, and he loves it dearly. Graduating from the Terry College of Business at The University of Georgia in 2007, Justin has run day-to-day operations of Club Insider for 15 years. Justin became Publisher of Club Insider in April of 2020. Justin's Dad, Norm Cates, continues to serve as Founder and Tribal Leader Since 1993. You can reach Justin by phone at 863-999-2677 or email at Justin@clubinsideronline.com.)*



IHRSA Co-Founders, Norm Cates and Rick Caro, at IHRSA 2022



See You In Sunny San Diego!!!

# The Fitness Industry is Looking Up!

By: Sara Kooperman, JD

As the first quarter winds down, 2023 has only just begun! And, it is looking up! While many facilities are still feeling the impact of the COVID-19 pandemic and are navigating challenges like staffing, membership sales and operational costs, things are trending in a positive direction. As management and leadership set their focus forward, they are looking for what to watch when it comes to programming, trends and procedures.

Fitness experts across Canada are predicting more focus on personalization, physical and mental wellness, and a return to foundational moves designed to build strength and prepare members for daily life. These predictions come from the *canfitpro Fitness Trends Report 2023*, which is based on responses from fitness professionals across Canada.

"We're seeing more interest in the role fitness plays in supporting better physical and mental health and wellness," said **Maureen Hagan**, COO of *canfitpro*. "More people than ever are approaching fitness as a tool to take better care of themselves, so there is a renewed focus on the fundamentals like primal movements, active recovery exercises and unique and effective group fitness classes."

In the U.S., according to the *American College of Sports Medicine (ACSM)*, which recently released its annual international health and fitness professionals survey, wearable technology tops the global fitness trends list of 2023. "Wearables are certainly not going anywhere," said **Walter R. Thompson**, *ACSM Past President*, who served as the lead author of the survey. "Not only are

these devices becoming more affordable, but wearable data is increasingly being used in clinical decision making, so they are continuing to hold their appeal."

**SCW Fitness** has also been tracking the trends over the years. Functional training, Active Aging and Strength Training have been flip-flopping positions for the last three years, but Functional continues to lead the pack. This year, surprisingly, Group Cardio has fallen out of the Top 10, while Foam Rolling gained popularity.

"We survey our *MANIA* attendees every year to see where their interests lie," says author of this article, **Sara Kooperman, JD, CEO of SCW Fitness**. "Their choices help lead the way to planning sessions and event workshops."

There are definitely differences between the lists, and it's interesting to see that Active Aging and HIIT made all three lists, while weight loss and outdoor activities only made the *ACSM* list and pre-choreographed and fusion classes made the *canfitpro* list.

It's no surprise functional fitness and wearable technology top the lists. Tracking devices, like watches have now expanded into the ring and patch departments, reading information including sleep habits and movement patterns. Functional health has been ramping up in popularity the last few years. Because of this, many facilities have been creating specific spaces designated to this format.

Upskilling for Fitness Professionals is extremely necessary to help with economic pandemic recovery. In 2021, 47.4 million people voluntarily quit their jobs, a phenomenon dubbed "**The Great Resignation**." The effects of this

are still being felt going into 2023. In fact, the majority of the *Club Solutions Advisory Board* deemed staffing as one of their greatest challenges.

Beyond compensation, instructors, trainers, and other pros are looking for alternate routes to enhance their careers. A smart approach to attract new staff members and retain your current ones is to invest in them. This can be accomplished in several ways: offering to pay for staff to receive certifications, encouraging them to attend educational roundtables and paying their way to go to industry events, such as the *SCW MANIA Health & Fitness Business Summits*, *IHRSA Convention and Trade Show* and other networking gatherings.

## Top 10 Lists Crack the Surface of the Fitness Industry Iceberg

These top ten lists just *crack the surface* of the fitness industry iceberg. A major key for both individual and business talent and operation is to continue to have a positive outlook for growth. Flexibility is needed as part of the business model. In-person and online services are a necessary component. Fitness professionals have indicated they are likely to stay in the fitness community for years to come, which helps provide stability.

Businesses are looking to technology and innovation to better serve their clients and members. Whether it's incorporating wearable devices to improve performance, add virtual options or even integrate AI systems, membership experience is priority.

2023 can be *THE YEAR!* It is up to us as leaders in the fitness industry to keep our fingers on the pulse. Stay aware



Sara Kooperman, JD

of resources, opportunities, insights and engagement to continue to grow and stay strong. We need to depend not just on others but on ourselves as well.

(*Sara Kooperman, JD, CEO of SCW Fitness Education, WATERinMOTION, and S.E.A.T. Fitness sits on the Gold's Gym Think Tank and the canfitpro Advisory Panel and was a Founding Board Member for the Women In Fitness Association (WIFA). Recently nominated for the IDEA Fitness Leader of the Year Award, Kooperman won the 2022 Most Innovating Fitness Pro by Fitness Industry Technology Council. She is also an inductee into the National Fitness Hall of Fame, an Illinois State Businesswoman of the Year and a panelist for IHRSA's Talks & Takes Monthly Talk Show.*)

## Top 10 Global Fitness Trends

RANK	SCW FITNESS	canfitpro	ACSM
10	Recovery	Hybrid Fitness	Personal Training
9	HIIT	HIIT	Employing Certified Fitness Pros
8	Foam Rolling	Pre-choreographed formats	Exercise for Weight Loss
7	Personal Training	Fusion-style Group Fitness	HIIT
6	Exercise Science	Express/Mini Workouts	Outdoor Activities
5	Nutrition	Active Recovery	Functional Fitness Training
4	Core Training	Upskilling for Fitness Pros	Fitness Programs for Older Adults
3	Strength Training	Freestyle Group Fitness	Body Weight Training
2	Active Aging	Active Aging	Strength Training
1	Functional Fitness	Functional Fitness	Wearable Technology

# Club Financing: SBA 7(a) and 504 Loans

By: Paul Bosley

This article series illustrates the variety of financing products available in today's marketplace and lists some franchises that use each option to provide financing to launch a start-up fitness center and to expand an existing fitness center business.

All financing options require the borrower(s) to contribute an equity injection, so they have "skin in the game." The equity injection cannot be borrowed funds, such as a home equity loan unless the loan will be repaid from an unrelated source, such as spousal earnings or investment income. The typical sources of equity injection are savings, the sale of marketable securities, gifts from family members and/or the Rollover as Business Start-up (ROBS) plan established by the IRS. A ROBS plan is an arrangement in which prospective franchisees use their retirement funds to pay for their new business start-up costs in a tax-free transaction. The ROBS plan then uses the rollover assets to purchase the stock of the new C Corporation franchise business.

## SBA 7(a) & 504 Loans (\$25,000 up to \$10,000,000)

The Small Business Association (SBA) offers a national loan program which can be used to finance any business and franchise approved by the SBA. All approved franchises are listed on the SBA franchise registry. The SBA offers a substantial loan guarantee which reduces the lender's risk making securing an approval more likely. SBA loans offer some of the lowest interest rates available and can be repaid over the longest term available today. The following information lists the six possible uses of SBA loans and some fitness franchisors using these loans.

### Financing a Start-up Business (HOTWORX, F45 Training, Fitness 1440, Athletic Republic, I Heart mac & cheese and Workout Anytime):

**Use of Funds** - The SBA 7(a) Loan will finance up to 90% of the total project costs, including equipment, organization costs, buildout, deposits, inventory, working capital and franchise fees.

**Equity Injection** - Ranges from 10% to 30% of the total project cost depending upon the lender and the financial strength of the borrower.

**Resume** illustrating industry experience, transferable skills and/or related education

is very important!

### Expanding an Existing Businesses (same franchises listed previously):

Same as listed previously and *Cashflow* below:

**Cash Flow** - An emphasis is placed on the profitability of the business based upon business's recent tax returns and interim financial statements.

### Debt Consolidation (same franchises listed previously):

Same as listed previously except *Use of Funds* and *Qualification Rule* below:

**Use of Funds** - The funds are used to refinance business debt, including existing mortgages, equipment leases and loans. Credit card debt CAN NOT be included.

**Qualification Rule** - The resulting monthly payment must reduce the total monthly payments of all debt being consolidated by at least 10%.

### Business Acquisitions (same franchises listed previously):

Same as listed above and *Business Valuation* below:

**Business Valuation** - The *Letter of Intent* must be supported by a business valuation. The valuation is conducted by the SBA lender using the seller's tax returns and interim financial statements.

### Common Criteria, Terms and Conditions for The Four Uses Listed

**Closing Costs** - Approximately 3% of the loan amount added to the amount being financed.

**Collateral** required includes all business assets. For loans over \$350,000, additional collateral up to the loan amount is required, which typically includes real estate owned by the principal(s).

**Equity Injection** - Ranges from 10% to 20% of the purchase price depending upon the lender and the financial strength of the borrower.

**Interest Rate** - Variable rate calculated by adding the prime rate as published in the *Wall Street Journal* (currently 7.75%) plus a risk premium capped by the SBA.

**Loan Amount** - The SBA Express Loan

provides working capital up to \$150,000 for a home-based business and an existing business.

**Loan Types** - The SBA 7(a) loan ranges up to \$5,000,000, and the SBA 504 loan ranges up to \$10,000,000.

**Personal Credit** - 700+ credit score is preferred.

**Prepayment** - No prepayment penalty.

**Qualification Rule** - The business must occupy at least 51% of the usable space, which then provides an opportunity to lease up to 49% of the useable space.

**Repayment Term** - 10-year loan term for home-based businesses and locations being rented from a landlord.

**Restrictions** - This loan cannot be used for business acquisitions, purchasing real estate and for construction.

**Timing** - 90 -120 days varies with the bank workload and responsiveness of the borrower for home-based businesses and locations being rented from a landlord.

**Two Step Loan Process** - SBA 504 loans are first approved by the lender and then approved by the regional *Community Development Corporation*.

**Use of Funds** - The loan will finance up to 90% of the real estate purchase and the development costs.

**Terms and Conditions** - Same as previously stated with the following exceptions:

**Repayment Term** - Up to 25 years. Fully amortized loan repayment with no



Paul Bosley

balloon payment.

**Prepayment** - Prepayment penalties range from 1-4% over the initial 3-4 years of the note.

**Interest Rate** - Variable rate calculated by adding the prime rate as published in the *Wall Street Journal* (currently 7.75%) plus a risk premium capped by the SBA. **Note:** SBA 504 loans typically have lower interest rates than SBA 7(a) loans.

(Paul Bosley is the Managing Member of *Healthclubexperts.com* dba *Business Finance Depot*. Bosley is known for his expertise in financing franchises and has partnered with several national brands to assist new franchisees acquire the capital needed to launch their new businesses or to expand their current business. Paul has been a volunteer counselor for *SCORE*, a division of the SBA, for over a decade where he learned the value of SBA loans for funding new and existing businesses. Paul can be reached at [paul@businessfinancedepot.com](mailto:paul@businessfinancedepot.com).)

## Club Insider Seeks Contributing Authors

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# Get Ready to Rumble!

## An Interview With a Membership Sales Expert

By: Gary Polic

Here we go again! Let's get ready to rumble with one of my mentors and industry experts, **Jim Martin**. Jim has been on the cover of various industry publications. He has also recently authored his first book: **How To Master The Art of Selling Health Club Memberships**. Your draft is the *Golden Goose!* Therefore, in this article, we are going to discuss how to significantly increase your draft in eight proven steps.

**Polic Consultants Group (PCG):** What options can clubs make to significantly increase their monthly draft?

**Jim Martin (JM):** Step 1: Allow grandparents to add on grandkids to their membership. Why? Because, today, many parents are too busy building their businesses to spend quality time with their kids. Let them purchase a family membership and add their grandkids on their membership. Why not? Why would we care if they are adding grandkids or immediate family member kids to their memberships? Market this offer to your members. Give their grandkids a five-day trial membership to experience the club at no charge.

**PCG:** What can clubs offer to increase their draft by offering several types of memberships?

**JM:** Step 2: Offer several options for the length of memberships. I have significantly increased the draft of many clubs that were just selling MTM (month to month)

memberships. Here are the options I have implemented and significantly increased the draft immediately.

MTM memberships are generally what clubs offer. Many members will sign on for longer timeframes if you give them incentives on lowering their monthly dues for specific periods of time.

MTM memberships and 12-month memberships and 24-month memberships are good options. Of course, you would have to offer a reduction in your dues with the 12- and 24-month memberships. However, if you look at your cancellations rates: 12- and 24-month memberships can lower that cancellation rate. I suggest a 20% reduction in dues for a 24-month membership. For 12-month memberships, I suggest a 10 - 15% reduction in dues.

**PCG:** How can clubs increase their draft by offering paid-in-full memberships?

**JM:** Step 3: Offer a discount for paid-in-full memberships. Many people do not want a monthly bill. Many members will pay in full if you give them a discount. I suggest a 10% discount on 12-month, paid-in-full memberships and a 20% discount on 24-month, paid-in-full. However, I strongly suggest that you do not give any refund. If members move, this must be in writing and signed by the member. Members may sell their remaining membership time to new members. Allowing new members to use the remaining time is fine; however, it must be no more offered than what they paid for.

**PCG:** What cancellation policies do you

support?

**JM:** Step 4: 60 Days Cancellation Notice. Collecting an additional month's dues for cancellation can accumulate considerable more draft than you are now by the end of the year. Multiply your cancellations by two, and you'll see a large increase in your yearly draft by making the 60 days cancellation notice.

**PCG:** How do you reward Sales Managers and Managers for hitting draft sales goals?

**JM:** Step 5: Incentivize Sales Managers for hitting monthly, quarterly and yearly draft goals. This is huge. How can you consistently hit goals that you do not have?

I am currently hitting and exceeding my draft goals 70% of the time. Here is the structure. Take your monthly draft over the last 12 months and increase it by 25 to 50%. My club increased it by 50%, and I am hitting it consistently! I get a monthly bonus if I hit the goal monthly. Then, I get an additional bonus if I hit it three months in a row. This compels me to work harder and consistently. I don't receive a yearly bonus if certain numbers are hit; however, I strongly suggest that you apply that bonus, also. These incentives can significantly increase your monthly, quarterly and yearly draft.

**PCG:** What are your policies on dues parity?

**JM:** Step 6: Dues Parity. Many clubs have a large difference in dues paying members. Why? Your goal should be to have all members paying the same amount of dues.

Dues parity eliminates members bragging about how they pay lower rates than other members pay. Many club owners feel they are entitled to lower dues because of the length of time they have been members. I strongly disagree with that. It's like sitting on an airplane and finding out the traveler sitting next to you paid 50% less than you paid. That can disparage customers to fly on that airline again. Here is how I increased dues raised on members paying lower dues than others. The magic number is raising \$6 a month twice a year. That is \$1.50 Per week. You will increase your draft considerably more than what you will lose to members cancelling.

**PCG:** What guest policies do you support to increase a club's draft?

**JM:** Step 7: Guests for a monthly fee. You will need to take a hard look at these numbers. Pull a report on your monthly guest fees for the last three years. Many members would like to bring spouses or friends to the club for a monthly fee instead of purchasing a membership for them. The fee allows them to bring one guest to the club each time for as many times as they like each month. However, the member must be there to sign in the guest, and they have to be local residents, not out of towners. They may also only bring in one guest at a time. I believe the fee to



Gary Polic

be charged should be about half of their monthly dues. *Example:* If the dues are \$50 a month, I suggest that the dues be raised to \$75 a month.

Many times, the guests find it difficult to always come only when the member will be there. So, I have converted many of these guests to dues paying members. You will need to decide how old these guests must be. In my club, they have to be 21 years of age. Also, members must give 30 days' notice to cancel their monthly fee for guest privileges. If your dues are \$90 to \$125 a month, I would suggest a \$40 to \$50 a month increase for free guest's privileges. You know your numbers. Try this philosophy. You have nothing to lose... possibly a lot if you do not try it!

**PCG:** What type of family membership policies do you feel will increase that amount of draft?

**JM:** Step 8: Take all family members off the membership once they hit 21 years of age. I know you may be hesitant because parents may not be using the club very often. So, it is possible if you put this in place, some parents may cancel their membership. However, it's been my experience that more members will continue their memberships with this in place than those who cancel. If you take their sons and daughters off the family membership at age 21, you can automatically increase their dues to the individual rate. They must be notified with a 30-day notice.



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(Gary Polic is the Owner of **Polic Consultants Group, LLC** and National Director of Sales Support at **The Wellbridge Company**. Gary can be reached by phone at **630-410-1120** or email at [gary@policconsultantsgroup.com](mailto:gary@policconsultantsgroup.com). You can also visit [www.policconsultantsgroup.com](http://www.policconsultantsgroup.com).)



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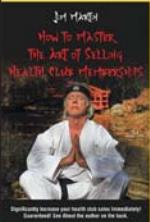
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# Your Guide to Choosing Recovery Devices

By: Casey Conrad

Last month, in my article for *Club Insider' February Edition*, I outlined the variables one must consider when selecting recovery equipment for your fitness facility. Member base, available space, staffing, pricing, model, competition and budget all play into the equation. If you haven't read that article, I highly suggest you do. With that foundation, let's explore the categories of equipment and discuss various options within each.

Having spent the past three years entrenched in the wellness and Biohacking space, I've learned that, when it comes to wellness and recovery modalities, there are lots to choose from. From a naturopathic perspective, all of them can be bundled into three distinct categories: *Earth*, *Wind*, or *Fire* (not to be confused with the famous band). *Earth* refers to grounding or physical therapies. *Wind* refers to oxygenation therapies. And, *Fire* includes light and temperature therapies.

*Earth* modalities suited for fitness facilities include:

**Pulsed Electro Magnetic Frequency (PEMF)** - This type of therapy utilizes low levels of electrical fields designed to support the body's cellular health. Humans are electrical beings, and the earth emits a pulsing electromagnetic field. In essence, human beings are inductively charged with their physical connection to the earth (literally feet on the ground). Most people are indoors a vast majority of the time and rarely are running around barefoot. To make matters worse, man-made materials in shoes, blacktop, cement and other hard surfaces block much of the inductive charge we would naturally obtain when outdoors. Add to this the extraordinary amount of negative EMFs we are now being exposed to and the result is low energy, poor sleep, accelerated aging and overall declining health. PEMF is designed to stimulate blood flow as the result of triggering an internal reaction. Some PEMF devices only stimulate macro-circulation, while others stimulate both macro and micro-circulation (the latter comprises 74% of the body's vessels). There are many different types of PEMF. Devices such as *TENS Units* and *Dry Needling* are examples, but they require a licensed medical professional to administer and are for more acute situations. The type of PEMF ideally suited for clubs is low-level, low frequency, which makes them safe with very few contraindications. These therapies can be administered laying down on a massage table or utilizing lounge-type chairs, giving the therapy a spa-like environment that is

attractive to the average member.

**Compression** - Most operators are familiar with compression, particularly for the lower body. Referred to as *Intermittent Pneumatic Compression (IPC)* in the medical world, compression utilizes a fabric sleeve that is repeatedly filled with air pressure and then released. The therapy is designed to help improve circulation to the arteries and veins through an external influence (vs. PEMF). A benefit to compression therapy is that it also acts as a massage to the muscles and tendons. Albeit not as relaxing as PEMF therapies, some users prefer the intenseness of compression. Similar to PEMF, there are a variety of choices for compression. Lower limb, hip, body and arm applicators are available. An operator can start with one applicator and add additional as revenue grows. Hydrobeds and 4-D compression massage chairs would also fit into this category.

*Wind* modalities appropriate for fitness facilities include:

**Hyperbaric Oxygen Therapy (HBOT)** - Traditionally used for wound healing and decompression sickness with divers, HBOT has been gaining popularity in the recovery space for the last decade. As it sounds, HBOT involves breathing pure oxygen in a pressurized chamber that is typically 2 - 3 times the normal air pressure. With the additional oxygen, the body gets not only a recovery boost but also is known to boost stem cell production and immune response. The challenge with HBOT is the upfront cost of the machine as well as the need for oxygen tanks and a licensed technician to operate them.

**Exercise With Oxygen Therapy (EWOT)** - This is a method of breathing higher levels of oxygen while one is exercising. This type of therapy uses either a face mask or nasal cannulas that are connected to oxygen generators that utilize air in a room, compress it and remove argon and nitrogen. The result is oxygen which is around 94%! The biggest physiological difference between HBOT and EWOT has to do with CO<sub>2</sub>. When exercising with oxygen, an increased heart rate produces more CO<sub>2</sub>, which in turn, increases oxygen intake. The theory is one will obtain faster results. Of course, EWOT is great for athletes while the HBOT is attractive to a much wider market profile.

*Fire* modalities fitness operators should consider include:

**Red Light Therapy** - Also called photobiomodulation (PBM), red light

therapy utilizes visible light that is placed close to the skin. The premise is that the photons of the light trigger the mitochondria of the cells, which then generates adenosine triphosphate (ATP) to promote healing. Red light therapy has been shown to help with a variety of health issues, from the skin to pain relief. The options for red light devices are vast, ranging from small targeted applicators (for face) to larger body panels to full-body beds that look just like tanning beds/booths.

**Far Infrared Sauna** - Where one can see red light, far infrared waves are invisible to the human eye. The sun emits infrared waves, which is why humans have used "Sunbathing" as a form of healing (not just the modern-day desire to be tan). Infrared waves penetrate deeply into the skin, heating the body from the inside, causing vasodilation and activating sweat glands. This triggers the release of toxins from the body through the skin, which is the body's largest organ. Athletes find that infrared saunas speed lactic acid removal and aid in more restful sleep.

**Cryotherapy** - On the opposite end of the *Fire* modalities is cryotherapy or cold therapy. Cold reduces blood flow (vasoconstriction) and is known to have two specific physiological effects. First, when the body believes it is freezing, the body responds by sending blood toward the organs as a protection mechanism.



Casey Conrad

When the body warms, the blood vessels open up, allowing oxygen and blood to flow back into the tissues, creating a flushing effect. Second, reduced blood flow can lower inflammation and nerve activity, which are both associated with pain relief. Cold therapies have been around since the beginning of time with people using frigid water temperatures to "plunge." Today, cold temperatures can be created with either nitrogen or electronics within a full-body chamber or around specific body parts.

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Other recovery and wellness  
(See Casey Conrad Page 20)



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# Is it Time for a Reboot?

By: Jeffrey Pinkerton

In simple terms, rebooting your computer can clean out unnecessary processes and free up space so that the computer can run at optimal performance. A reboot allows your computer to reprioritize its assets so that it can carry out its most important responsibilities. When you stack multiple programs with no clear end-goal, and when you try to load and launch too many things at once, and when you ask your computer to be great at everything, it gets stretched and strained. Eventually, it will crash. Now, imagine that the computer is your Group Fitness Department.

In March of 2020, your Group Fitness Department suffered a serious

crash. Programs were shut down, new procedures implemented, and for a lot of facilities, digital offerings pieced together. Rooms were reconfigured and schedules were adjusted to allow for new cleaning standards. There was masking tape and stickers and signups. There were Zoom and live and hybrid workouts, all trying to accommodate every consumer.

As group fitness (and the world) powered back up out of COVID lockdowns, social distancing and mask mandates, instructor availability became a challenge. If you are like most, you added new things to your group fitness lineup out of necessity (and based on availability), not strategy.

The good news is that your Group Fitness Department is back up and running.

The bad news is that your group fitness department now has a lingering, tangled mess of wires (workouts), metaphorically stuffed into the cabinet (your schedule). If things are running, but sluggish; if your teams' physical and mental capacity are at their limits, but your schedule and rooms are not at capacity; or if you just need to reset your benchmarks and goals for group, it's time for a reboot.

Here are some common signs that your group fitness schedule needs a reboot:

You might need a reboot if...

Your Group Fitness Director (GFD) is  
(See Jeffrey Pinkerton Page 22)



Jeffrey Pinkerton

# Iron Grip Barbell Company Celebrates 30 Years!

ORANGE COUNTY, CA - This year marks the 30th Anniversary of Iron Grip Barbell Company, the world's leading manufacturer of innovative, heavy-duty, American-made commercial free weight equipment.

"As we achieve this company milestone, we're proud of the strong ties we've built with our customers and associates over the past three decades and grateful for the trust so many of our partners have placed in us," said **Michael Rojas**, President and co-CEO. "We're also honored to have such a talented and dedicated

team of employees who are committed every day to supporting our customers and advancing our efforts in the industry. Throughout 2023, we'll be reflecting on our heritage and enthusiastically mapping out future goals."

Established in early 1993, Iron Grip was built on a dual promise: revolutionize free weight equipment (the oldest tools in strength training) and bring commercial free weight manufacturing back to American shores.

The company's first innovation

was a simple, yet profound design improvement: adding functional grips to what had previously been cumbersome, difficult to handle weight plates. This innovation not only immediately improved the safety, utility and versatility of barbells, but also enhanced the user-friendliness and appeal of plate-loaded machines.

With the success of their first launch, Iron Grip continued to add new features and products to their line, including using American-made Urethane as a more durable replacement for rubber coatings; creating a complete line of dumbbells and barbells with solid, one-piece construction for better reliability and functionality; designing a dumbbell handle with improved ergonomics and strength to withstand the heaviest workouts; developing a series of high-quality weightlifting bars, including their world-class Competition Series

meticulously crafted for IWF-style lifting; and constructing the most advanced and prolific custom-engraving production line for branded commercial free weights.

"Having a hands-on approach to running our onsite factories means we can react quickly to customer feedback and fast-track design improvements and manufacturing efficiencies," said **Scott Frasco**, co-CEO and CFO. "But, equally important, investing in our local business community and building a loyal, long-term workforce has been a core company value since day one."

"We're looking forward to driving another 30 years of innovation in the free weight category," added Rojas, "and to continually improving and perfecting our materials, our production processes and our designs to ensure the best experience for our customers and their members."



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## ...Casey Conrad

continued from page 19

devices fall within the Biohacking space. The ones we have discussed in this article are fairly mainstream and highly sought after. Each can be brought into a facility as a stand-alone offering or put into a recovery and wellness space with other therapies. "Stacking hacks," allows for package programs and a higher potential per transaction revenue! Most importantly, these therapies attract a wide spectrum of consumers, not just athletes. This provides operators the opportunity to venture out from recovery into wellness and tap into an entirely new market of prospects that are not currently interested in fitness.

Next month, I will interview

one club operator who has transformed his business (and his per-member revenue) by creating an Energy Wellness Center that offers an entire menu of biohacking therapies.

(Casey Conrad is a long-time industry sales and marketing consultant. She has authored numerous industry books and has spoken worldwide. For the past four years, Casey has added wellness facilities and holistic practitioners to her list of clients with a primary focus on using recovery and medical devices as a marketing magnet and revenue generator. She is now bringing these strategies back into the fitness industry. Casey can be reached at 401-932-9407 or [CaseyConrad11@gmail.com](mailto:CaseyConrad11@gmail.com).)

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## ...Jeffrey Pinkerton

continued from page 20

spending more time teaching than managing. While it's nice to have your GFD on the schedule (although certainly not required), having him teaching too often limits his bandwidth for other initiatives. One not-at-all-sustainable solution over the past couple of years has been to ask the GFD to teach more classes. We believe his primary role is to attract and develop a great team, to oversee and quality control an exceptional member experience and to ensure that the marketing and membership teams are well resourced. They can't do this if their first priority is teaching workouts.

You might need a reboot if...

Your schedule is a tangled mess and maze to navigate. If classes start at different times each day (some at 8:00 AM, some at 8:05 AM, and others at 8:20 AM), there is a good chance that your schedule was piecemealed together based on what was convenient for your instructors, not your members. We get it, COVID created some serious challenges, especially for instructors with kids in school (or worse,

in and out of school). But, imagine a member trying to build his weekly schedule and create a lasting habit, when each day is slightly different, when classes are randomly scattered across the schedule and there is no rhyme nor reason to building a balanced workout week (cardio, strength, mobility, recovery).

You might need a reboot if...

You're canceling classes, ever. Last-minute class cancelations are a symptom of a larger problem.

You might need a reboot if...

Your Sales, Membership, Marketing and Social Media teams are out of sync with your Group Fitness Team. Marketing and selling the experience at your facility, discussing your differentiators, proactively onboarding new members, diligent and meaningful follow up with prospects, trying to reroute cancellations... none of it can take place if your team hasn't experienced what you offer. If they can't describe the experience, how can they sell it?

You might need a reboot if...

Your Instructor Team lacks diversity (women and men, all ages, new and seasoned). Imagine a sports team that never drafted new talent. Sports and business alike, new talent creates a pipeline for the future, leverages the talent of more experienced people as mentors and builds a more diverse team. Your group fitness participation will struggle if your classes only appeal to one segment of your membership. If you want to create an engaging and inviting experience for more people in your community, you need an instructor team that represents more people in your community.

And lastly, you might need more than a reboot if...

Your group fitness percentage now is less than your percentage pre-COVID, if you have fewer group fitness visits now than pre-COVID, or if your schedule is a fraction of what it was. Yes, you might need more than a reboot. You might need to invest in a bigger update of your software (program lineup). New programs generate new excitement, train new talent and attract new energy. You might need to invest in updated hardware (equipment, sound

system, space). Outdated hardware, even when "not broken," impacts your reputation, your retention and your ability to compete. Or, maybe, you need a full update of your entire operating system (new perspective, new partnerships, new innovation).

To learn more about how and why clubs partner with MOSSA to upgrade their group fitness department, visit [mossa.net/clubs-facilities/why-mossa](http://mossa.net/clubs-facilities/why-mossa).

• • •

*(Jeffrey Pinkerton is the Business Development Manager for MOSSA. Jeffrey can be reached by phone at 770-989-4737 or email at [jeffreypinkerton@mossa.net](mailto:jeffreypinkerton@mossa.net).)*

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**EXPERT REAL ESTATE ASSISTANCE:**

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