

Norm Cates'

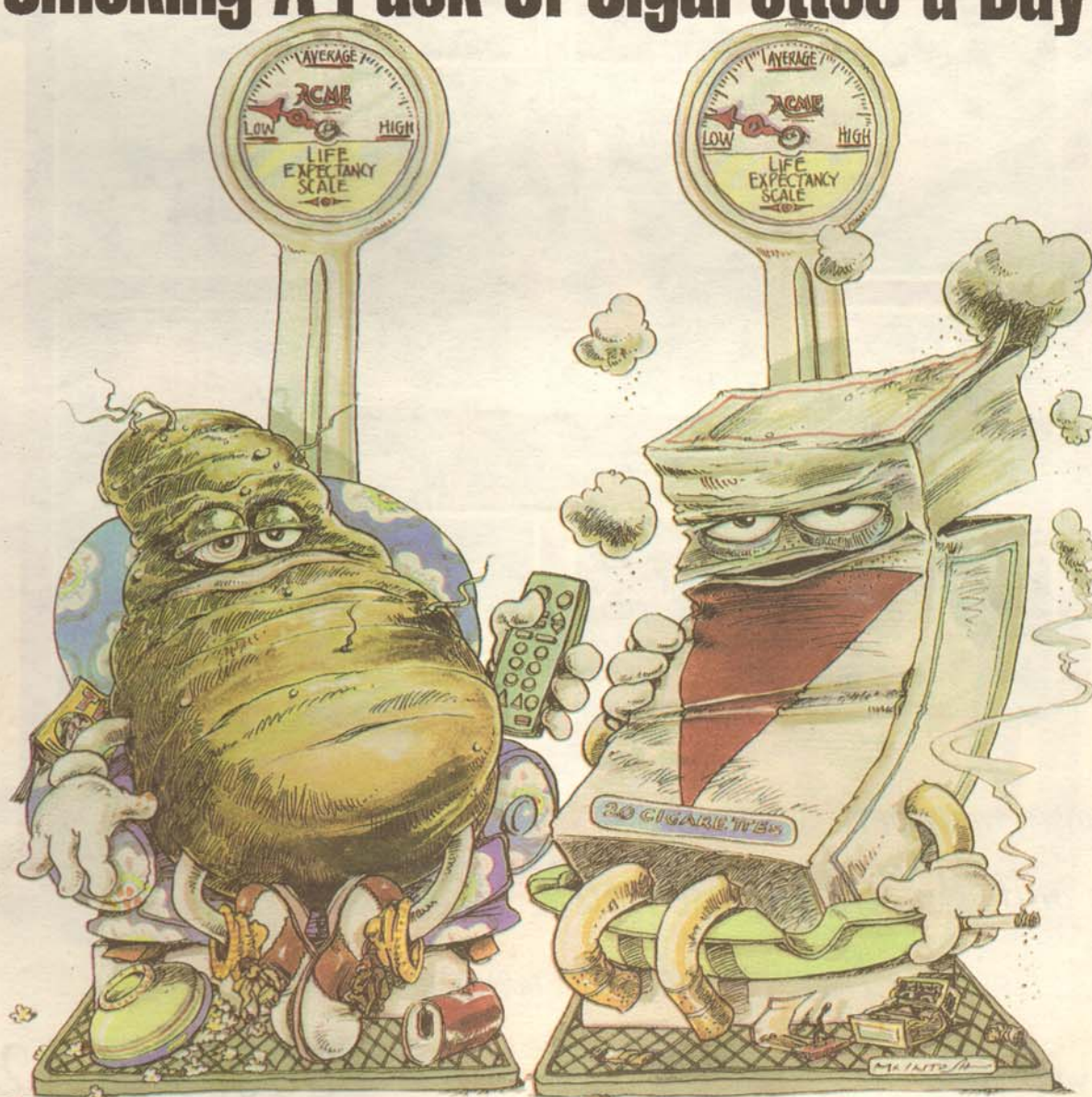
THE Club Insider

NEWS

The Pulse of the Health, Racquet & Sports Club Business

JULY 1996
VOLUME III NUMBER 7

Living Without Exercise Is Like Smoking A Pack Of Cigarettes a Day



IFRSA
International
Health, Racquet &
Sportsclub Association

LifeFitness



WARNING: The Surgeon General has
determined that lack of physical activity
is detrimental to your health.

DOES YOUR CLUB OFFER...



Preferred Access



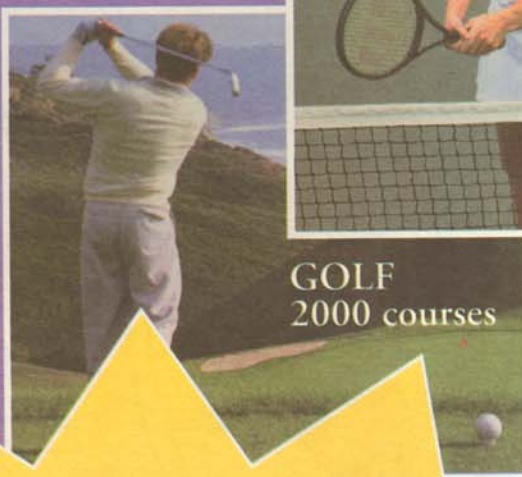
HOTELS
2000 locations



SPORTSCLUBS
nationwide



SKI RESORTS
1000 areas



GOLF
2000 courses



RECREATION
1000 sites

*Do your members . . .
play golf, ski, travel, use hotels
or participate in recreation activities?*

*If so, your club
can now offer
the only card
that saves them*

50%!

*call
800/522-1227
and become
a member TODAY!*

THE Club Insider[®]

NEWS

The Pulse of the Health, Racquet & Sports Club Business

U. S. Surgeon General's Report PROMOTES EXERCISE!

By Norm Cates, Jr.

Washington, D.C. - July 11, 1996 - The nation's highest medical authority, the U.S. Surgeon General's Office, has released the much anticipated - 200 page Report entitled:

The Surgeon General's Report On Physical Activity and Health

This report should be tantamount to a Christmas gift in July for health, racquet and sportsclubs across North America as it will fully illuminate the many reasons why people everywhere should get up and off their couches and become active. The central theme of the report is:

The U. S. Surgeon General has determined that lack of physical activity is detrimental to your health

The in-depth report includes, but certainly is not limited to, the following:

•The Report situates sedentary living as, in some ways, the country's Number One public health concern.

•The Report establishes a new "standard of practice" for physicians, who will, in the future, be considered irresponsible if they do not counsel every one of their patients to get appropriate levels of exercise.

•The Report will ensure that every health insurance company and every HMO will now continually promote, support and encourage their insureds and subscribers to live more exercise-oriented lives.

This Report will be promoted to all Americans (nearly 300 million) for the next three years through the Centers for Disease Control and the U.S. Department of Human Resources as they have engaged Prospect Associates and Ketchum Communications to broadcast the message nationwide. Moreover, the Report will be actively and publicly promoted by everyone from the President of the United States to the American Medical Association to the American Association of Retired Persons. In short, it will have the active support of some of the most powerful individuals and groups in the nation.

The last time the U.S. Surgeon General's office issued a Report like this was 30 years ago when it issued warnings to all Americans that cigarette smoking was hazardous to their health. At that time approximately 50% of the U.S. population smoked cigarettes. That Report caused a virtual sea of change in the thinking of Americans and has resulted in a dramatic decrease in smoking in the U.S. Now only approximately 25% of the U.S. population smokes. If experience is a teacher, we can expect to see a dramatic increase in the number of Americans who regularly exercise due to this Report and the subsequent onslaught of news media and public relations efforts by the United States Gov-

ernment. This increase in regular exercisers should likewise produce increased demands for health, racquet and sportsclub facilities, exercise equipment (both commercially and for the home) and exercise programming.

However, club owners and operators should not take the expected increase in demand for granted as it may not be as easy and instant as we hope and expect.

For that reason it will be wise for all club owners and operators to immediately mobilize their public relations and advertising efforts to take maximum advantage of this significant development.

To facilitate this effort, two organizations which have been deeply involved in the efforts of the U.S. Surgeon General's office to produce this report, IHRSA and the Fitness Products Council, have prepared plans and materials for clubs, manufacturers and retail stores to use.

The IHRSA package, available and targeted to health, racquet and sportsclubs clubs, is called: **LIVING WITHOUT EXERCISE IS LIKE SMOKING A PACK OF CIGARETTES A DAY.** This package is impressive, very practical and includes: (1) A 24-page **CLUB ACTION MANUAL** which provides step-by-step instructions for club operators on the message and how to use it, ideas to attract key audiences, a sample letter to corporations, a sample letter to legislators and suggestions for working with the news media. (2) A large colorful poster very suitable for framing and display in your club. (See our outside front page!) (3) Logo slicks for the new mes-

sage. (See this page.) This logo was prepared by the Fitness Products Council and is being used by IHRSA for this effort. (4) Six fact sheets summarizing various components of the Surgeon General's Report, 11 charts and graphs for club's use in membership presentation and other educational efforts, and a "Starter-Kit" for new members which includes their Personal Exercise Log, "how-to" instructions on: a goal setting action plan, benefits of personal fitness, how to estimate daily energy needs (nutritional instruction) and how to compute your target heart rate zone. To receive this terrific package of promotional materials (which I would estimate to be worth literally tens of thousands of dollars to clubs if properly used) you must be a member of IHRSA. To join call (800) 228-4772. (See editorial on page 4 of this issue.)

The Fitness Products Council (FPC) is an Association of over 180 companies that manufacture exercise equipment and they have also assumed a key role in the dissemination of the Report. "The Surgeon General's Report on Physical Activity and Health will be a landmark in terms of fitness in the United States," comments Greg Hartley, Executive Director of FPC. In an effort to continue to educate the public, its member companies and health clubs and fitness centers, the FPC has created a Marketing Support Kit to Promote The Surgeon General's message. The kit includes all necessary media support materials for fit-

ness organizations to assist in creating awareness of the report. Health, racquet and fitness clubs may obtain the Fitness Products Council Marketing Support Kit for free by faxing their request on your company stationery to: Attn: Ms. Judie Huff, SGMA, Fax #: (561) 863-8984.

The U.S. Surgeon General's Report is the end result of years of efforts by IHRSA, the Sporting Goods Manufacturers Association, the Fitness Products Council, the President's Council on Physical Fitness and Sports, IDEA (and others who deserve recognition and are omitted with apologies). Through this unified effort on the behalf of these great organizations, all Americans should be exposed to the message that health club operators everywhere have been voicing for years..... that is: regular exercise is good for the body and the mind and the lack of exercise is not good for you.

The health, racquet and sportsclub industry may stand to benefit the most from the publication of this Report. John McCarthy, the Executive Director of IHRSA for the past 15 years, commented: "This marks the first time IHRSA has taken such a tactical approach to providing its members with specific marketing materials. We are moving in this direction for one reason: namely, our realization that the release of this report presents the industry with opportunities broader in scope, and deeper in dimension, than we have ever experienced before."

Tony Harmon, the President of the Fitness Products Council, comments: "The most important aspect of the Surgeon General's Report, beyond the obvious plea to sedentary Americans to become more active, is that it provides a central rallying point for all who have an interest in the Fitness market. Everyone from trainers to industry associations; health clubs to manufacturers of equip-

•Inside The Insider•

- Now Is The Time To Join IHRSA!
- Club Management: Can we please make this simple?
- Lifelong Fitness
- Cancer Wellness Programming In The Health Club
- What Is Selling?



The Surgeon General has determined that lack of physical activity is detrimental to your health.

(See Surgeon General page 4)

THE INSIDER SPEAKS

• EDITORIALS • "INSIDER MAIL" • COMMENTS •

Now Is The Time To Join IHRSA!

By Norm Cates, Jr.

Look around you.... consider your club business. Do you operate your health, racquet and sportsclub day in and day out with only your own experience, knowledge and instincts to drive your decisions? Do you ever make costly mistakes? Do you ever miss out on marketing and sales opportunities because you are still "looking inside the box" for answers? Are you hungry for new ideas, knowledge, techniques or procedures? Do you ever feel alone as a club owner/operator? Do you sometimes wish you had someone else to turn to for help and advice?

If your answer is YES to one or more of the above questions, then carefully read and consider what follows:

In case you are not familiar with it, I want to introduce you to IHRSA. IHRSA stands for The International Health, Racquet and Sportsclub Association. The organization is based in Boston, Ma., but has over 3,000 member clubs in 48 countries world-wide. IHRSA is a NON-PROFIT, professional trade Association which is dedicated to the goal of helping its member clubs improve their professionalization and profits. If you are a member of IHRSA or have been in the past, please read on because I believe you will find it very interesting.

IHRSA can help your club in many - many ways. To name a few consider:

ANNUAL CONVENTION - For 15 years now, IHRSA has conducted annual conventions which are four days literally packed

with educational seminars for club professionals. These seminars are taught by your peers in the industry.... club owners and managers who dedicate significant time and energy to the preparation of presentations which are carefully targeted to specific subjects. Subjects like: Club cost control, Guerilla (low-cost) marketing, front desk operations and hundreds of other topics are covered.

ANNUAL SALES, MARKETING and PROGRAMMING CONFERENCE - This event focuses more educational seminars on sales, marketing and programming and provides a boost for your club each year just prior to our peak Winter season. (Jan. thru March).

TWO TRADE SHOWS - In conjunction with the Annual Convention, IHRSA's Annual Trade Show has become the largest in the U.S. each year and represents a terrific opportunity for club owners/operators to see the most exciting and recent new equipment, services and programs in our industry. The second trade show is conducted in conjunction with the Annual Sales, Marketing and Programming Conference and is produced in partnership with *Athletic Business Magazine*. The IHRSA/Athletic Business Trade Show represents another great opportunity for club owners and operators to see and try out all the latest equipment, products and services the industry has to offer.

INDUSTRY DATA SURVEY - Every year IHRSA produces the most comprehensive report available on industry data and trends. IHRSA club owners use this vital information to shape and form their equipment purchases, facility changes and expansion plans.

sion plans.

CBI - Club Business International Magazine - This magazine focuses on providing IHRSA members with educational articles, industry news and articles about leading club owners and operators around the world.

LEGISLATIVE HELP - IHRSA provides its members with materials and ammunition needed to fight off governmentally developed recreation/fitness centers, non-profit health racquet and sports clubs and other issues which are detrimental to "for-profit" health, racquet and sportsclubs.

MUCH - MUCH MORE! There are many more benefits and features of IHRSA which warrant your consideration, but I don't have space here to cover them all.

U.S. Surgeon General's Report

IHRSA has been instrumental in the team effort that has been put forth to cause the just released U.S. Surgeon General's Report On Physical Activity and Health.

Another great reason to join IHRSA now is the help IHRSA is providing all of its member clubs with leveraging the Surgeon General's Report. Not only have they provided their members with the terrific "Start-Up Package" as described in our front page story, in August, they are providing their members with a package of marketing materials (print ads, posters, direct mail, etc.) aimed at assisting them in leveraging the Surgeon General's Report.

In his upcoming "Memo To McCarthy" in CBI Magazine, this great industry leader outlines

why the Surgeon General's report is so singularly important to the future of the industry:

1) A Cultural Transformation - McCarthy writes, "From an historic perspective, this report is likely to be regarded as the single most important event to happen in our industry in our lifetime." He continues, "However, more importantly, the release of this report represents only a beginning, and not the end, of a process of cultural transformation."

2) Greatest Financial Stake - McCarthy continues, "Our industry, more than any other, has the greatest financial stake in the promulgation and promotion of this report. Without question, no other industry is as well-positioned to be the primary economic beneficiary of this report as is ours. We, therefore, need to appropriate the Surgeon General's message as the centerpiece of the industry's communication strategy."

3) Massive Media Coverage For Physical Activity - "As a result of this report, the industry is assured of continual media support for the core activities it offers the public," adds McCarthy.

4) Doctors Now Will Be On Board - "America's 200,000 primary-care physicians now become part of the industry's infrastructure," writes John.

5) New World Of Opportunity With Communities and Corporations - "The relationship of the industry to the communities and corporations it serves enters a new world of opportunity. As a result of this grass-roots report, we, more than any other grass-roots institutional

resource, find ourselves positioned to assume a leadership role in creating healthier communities and healthier corporations. In essence, this report authenticates and legitimizes the indispensable role our industry will come to serve in corporate and community health promotion," explains McCarthy.

6) "National Institute of Health and Centers for Disease Control (CDC) now turns its focus to behavioral issues," states McCarthy

7) U. S. World Leadership - McCarthy closes with, "This report constitutes an act of U.S. world leadership. With the release of this report, the U.S. becomes the first major industrialized nation in the world to sound the tocsin against sedentary living. As was the case with the 1964 Surgeon General's Report on smoking, we expect that many other nations will issue comparable reports in the coming years, thus further solidifying the foundation for global growth in our industry.... in conclusion, it is our belief that, 30 years from now, this report will be perceived as a decisive turning point in the history of our industry, in the lifestyle of the American public, and in global awareness of the essential contribution that exercise makes to health, to performance and to productivity."

In closing my pitch to you all to join IHRSA NOW, I want to add that IHRSA's Executive Director, John McCarthy, will one day, I believe, have the legacy of being the leader of an organization that truly changed the world..... **IHRSA - JOIN TODAY BY CALLING (800) 228-4772 and tell them Norm said hello!**

...Surgeon General

continued from page 3

ment; food and nutritional processors to aerobics instructor, can and should use the Surgeon General's message as a consistent, constant reminder of the benefits of a health and active lifestyle.

Sandra Perlmutter, Execu-

tive Director of the President's Council On Physical Fitness and Sports says, "I hope that you will seize the opportunity created by the release of the Surgeon General's Report on Physical Activity and Health to motivate others to appreciate the benefits and appreciate the sheer pleasure of regular exercise activity."

There are millions and millions of people in the U.S. that

do not engage in regular exercise. If we can all "seize-the-moment" and work hard to take advantage of this important time in American history, all North Americans and all health, racquet and sportsclub owners/operators should benefit significantly. It will not and should not be a sprint. Rather, this should be a huge boost in the lifetime "marathon" that club operators everywhere have been running in their

effort to teach and educate the North American population about the health and economic benefits of regular exercise. The finish line in this marathon to teach and encourage our members and potential members is not near.... in fact, in the continuum of time, we may just be passing 2 miles in a 26.2 mile race. That means we all have a long way to go.

SEIZE THE MO-

MENT.... **GET INVOLVED!** Use this time and place in our country's history to enhance your club's position in the marketplace! This is a rare time and opportunity for club owners/operators and manufacturers/suppliers which may never - ever be duplicated in the history of the United States of America.

DON'T MISS IT!! TAKE ACTION NOW!

•NORM'S NOTES•

Congratulations to **BILLY PAYNE** and **ACOG - The Atlanta Committee for the Olympic Games** for the truly remarkable job they have done in preparing the Metropolitan Atlanta area and the entire State of Georgia for the **1996 CENTENNIAL OLYMPIC GAMES!** These Olympics are going to be very special and next month we will have a lot of interesting slants on the games for you including a **CLUB INSIDER** look at Tony de Leede's - **CARDIO THEATER OLYMPIC HEALTH CLUB**. If you are coming to Atlanta for the Games, dress for hot weather. If you are not, it is still not too late as many tickets are still available for all kinds of events even though they have sold well over 4 million (9 million were printed). Also, a lot of hotels now have last minute space because of late cancellations for large blocks of rooms. I have a list of hotels if you need space, just give me a call at: (800) 700-2120.

MY APOLOGIES TO:

IVAL McMAIN of **FITNESS HOLDINGS, INC.** for spelling his name with an S on the front page of our June, 1996 edition. And to our terrific contributing writer, **SPIKE GONZALES** for incorrectly listing his **Naples Racquet Club** phone number last month. In case you want to reach Spike, his correct number is: (941) 774-2442.

The **U.S. SURGEON GENERAL'S REPORT** should provide a boost to all clubs, so don't sit back and miss out on ways to take advantage of the mass media exposure coming our way. Read carefully our front page story and our **Insider Speaks** column this month and you will be able to prepare to capitalize on this most historical event in the history of the health club industry.

SUNBELT REGIONAL CLUB ASSOCIATION - About a year and a half ago, I organized a brief meeting

of Southeastern club operators at the **IHRSA Orlando Sales and Marketing Convention** for the purpose of establishing a **Regional Club Association** for the Southeastern states (Georgia, Florida, South Carolina, Tennessee, Alabama, Mississippi and Louisiana.) Because of my hectic schedule in regard to **The CLUB INSIDER News**, I failed to follow-up and we did not get started. But, the idea is still very viable and needs to be pursued. A little momentum has been developed as I met with **GERRY BOWES** of the **Westbay Athletic Club** in Bradenton, Fla. and **RAY GORDON** of the **Naples Fitness Center** in May to discuss the idea and we agreed at that time to proceed with the effort. Now, several other key Florida club owners are forming a **State Association of Clubs for Florida** called **SEHSA (Southeast Health and Racquet Sports Association)**. **BOB KARSHNER**, **JOE CIRULLI** AND **GEOFF DYER** are leading the way. I talked with Bob and we



Norm Cates, Jr.

agreed that we will try to get together in the near future to try to put the **Sunbelt Regional Club Association** together and will try to

work together. If you operate a club in Florida, you can contact Bob at: (813) 264-1711 for information.

"Club Management: Can We Please Make This Simple?"

by Michael Scott Scudder

It's my belief that we have a tendency in the club industry to get into too much "Shop talk" or "techno-speak" whenever we talk "management" or "operations." We talk of **TQM (Total Quality Management)** when we don't even have written mission statements or job descriptions! We talk "employee empowerment" when we don't even have a system of employee feedback to management!

I think management is actually much simpler and more direct than we make it. The following are some "keys" that, in my experience, work for people - any people, any size club, anywhere - to make more effective communications, management and results, day in and day out.

MEMBERSHIP SALES: use the **E-A-S-Y** route. Engage in common, practical talk with your prospect and remember:

E - Enthusiasm (people latch on to your positive energy and it helps them to see that they're making a good choice).

A - AWARENESS (listen to, and watch, the person you're talking to; he's not a "membership sale," he's a human being with needs and

concerns).

S - SOLVING PROBLEMS (your presentation should solve her fitness problems; she's not interested in your equipment; she's interested in her results).

Y - TALKING TO THE RIGHT "YOU" (get your attention off yourself and what you're going to say next; trust yourself to create an effective dialogue with the prospect).

MORE EFFECTIVE COMMUNICATION:

1- Think of yourself as a **COUNSELOR**. If you do, you will stop "selling" and start counseling. (Ask the average over 40-prospect which kind of relationship they want with you).

2- "**ASK**" - stop talking so much! Ask questions that engage the prospective member in thinking about the possibilities of fitness - thus, a membership in your club as a way to results.

3- Allow the anxiety to be. The prospect is anxious, you're anxious - so what? Just talk - you'll both get through it - and create a stronger bond in the process.

GREAT IN-HOUSE MARKETING TOOLS:

A - The Guest Card - your most valuable piece of a pa-



Michael Scott Scudder

per. Every guest should fill one out and sign it. You should use it during the club tour to guide your conversation about fitness for this particular person.

B - Making the most of your **Aerobic classes**. Each month, during a different week, each instructor should hand out guest passes to class students, asking them to invite their friends for a free week. Make the guest pass start within ten (10) days. Note the instructor's initials on the bottom right of the passes. Incentivize the instructor for creating guests who enroll in mem-

bership as a result of trying out a class or the club.

C - Press releases and **YOU** as "the newperson." Send news articles regularly to your local papers. You help them provide articles of local interest to their readers - they consider you an expert in your field and give you "free press."

WAYS YOU CAN INCREASE MEMBER RETENTION WITH NO, OR ALMOST NO, COST:

1 - Take the pulse of your members. Staffers, whether "fitness" people, front - desk staffers or managers, should regularly go up to people on cardio machines and offer to check their pulse. It provides a "magic moment" for the client, shows your club to be "hands-on," and provides an element of member concern lacking in other clubs.

2 - The **Inactive Call**. Create a list of non-user members (30 days to 60 days) from your club database. Assign members to each staffer. Have regular times to call these members with a brief "Hi! We miss you!" message. It works wonders for attendance.

3 - Use the **fitness chart** the right way. Mark down "re-program" or "re-train" dates on the fitness charts of members. Have your

staff put away charts - NOT the members. Put little post-it notes on the charts ("See Mary in fitness after this workout." "Do you need a new workout?" for a person who has reached a plateau.)

INCENTIVIZING STAFF TO DO A BETTER QUALITY JOB:

A - Requests and Agreements. Don't just **TELL** your people what to do (or worse yet, communicate it poorly and expect them to do it exactly as you have it in your head!) - make a request for a specific task to be performed, in a certain way, by a set time and date, and then get them to agree to it. Then follow up on the agreement. You'll get better quality work with less headaches. And you'll find out what staffers keep their word.

B - Cross-Training: the **REAL** benefit to employees is that they learn more jobs in the club, thus more useful skills, and they become better all-around players. (We have "specialized" ourselves to death in this industry. It's time to get back to generalists and basics!)

C - Education Incentives. Incentivize staff members to get certifications, take courses, learn new skills. (You **DON'T** have to (See Scudder page 6)

MICROFIT'S HEALTHCARE CONNECTION

What's In It For The Healthcare Institution: A BAKERS DOZEN OF BENEFITS

By Neil Sol, Ph.D.

In recent weeks the volume of clubs contacting me concerning an opportunity they have or will have to connect or create a relationship with a healthcare provider has increased substantially. In every case, our conversations get to that lack of confidence question of "why should the healthcare community be interested in a relationship with their club?" or basically,

WHAT'S IN IT FOR THE HEALTHCARE INSTITUTION?

And, in almost every

case the club owner or manager knows the answer to this question because in recent years they have either read it or heard it before; they just tend to forget. The fact is that this column in *The CLUB INSIDER* News and other industry publications have, on numerous occasions, itemized the benefits the healthcare community has to gain when they establish a relationship with a health club.

We offer this month's column as a recap and summary of the top 13 (Baker's Dozen) benefits that would be realized by the various entities of the healthcare community, including hospitals, physicians, health insurance plan/MCO's and other healthcare institutions when they

establish a relationship with health clubs. These benefits are not listed in order of importance. However, regardless of the order, the list provides you with an arsenal of reasons and evidence that is at your finger tips to motivate or convince your local healthcare provider(s) that establishing a relationship is prudent and necessary for their future success.

SO..... WHAT'S IN IT FOR HEALTHCARE IS AS FOLLOWS:

A healthcare relationship with a health club will offer:

1. the healthcare provider an opportunity to create a relationship with professional providers of wellness, health, fitness and preventive programs. As a result the healthcare provider can be assured of quality and profitability in the preventive services rendered.

2. the healthcare provider a means to extend and expand its continuum of care to include preventive and less expensive rehabilitative services.

3. the healthcare provider access to club members who may become incremental patients/clients of the healthcare provider.

4. the healthcare provider an opportunity to better fulfill the hospital mission statement concerning their leadership in prevention and health promotion of their community.

5. the healthcare provider an opportunity to generate non-traditional profitable revenue from sales of health, fitness and wellness services.

6. the healthcare provider a means to offer programs to enhance health of their subscriber/patients/clients/employees and thereby reduce healthcare system utilization and accompanying costs.

7. the healthcare provider an opportunity to locate MD offices or primary care facilities in the health club and thereby serve as a conduit for unattached patients/subscribers/clients to their institutions.

8. the healthcare provider an opportunity to offer preventive services to the community at large to enhance or promote a clinical specialty of the provider such as OB services, cardiovascular services, a new managed care plan, etc.

9. the healthcare provider an opportunity to serve as an inexpensive provider of rehabilitation services.

10. the healthcare provider to satellite outpatient locations in the club to offer related medical preventive and/or rehabilitative services, such as physical therapy and/or a physicians office.

11. the healthcare provider access to experience provider alternative healthcare services, such as Pilates, Feldenkreis, Tai Chi, Yoga, etc.

12. the healthcare provider an opportunity for the club to function as a partner and service extender to benefit the client/patient/subscriber where the healthcare provider cannot meet their client's needs.

"13". And most importantly, the club offers the healthcare provider the opportunity to become intimately involved with the findings of the Surgeon General's Report on Physical Activity and Health, released on July 11, 1996. As the U.S. government extols the virtues of exercise as it relates to health, it will be incumbent upon the healthcare provider to offer health and fitness services to be considered a complete healthcare



Neil Sol, Ph. D.

provider. They, however, will not have the know-how. A club relationship can ensure the healthcare provider immediate involvement and connection to this landmark announcement pertaining to health of Americans.

Not only will the findings of the Surgeon General's Report on Physical Activity and Health independently be a huge "shot in the arm" for the club industry, it will probably be the singularly most helpful method for a health club to develop a mutually beneficial relationship with a healthcare provider. It will be incumbent upon the healthcare provider to commit to becoming a better purveyor of preventive services and rather than "reinvent the wheel", the health club offers this to the healthcare provider.

(Neil Sol, Ph.D. is the President of Health Vantage, Inc., a consulting firm for the health, racquet and sportsclub industry which specializes in the relationship between the healthcare community and health clubs. Neil may be contacted by calling: (303) 399-3224.)

"projects" - helps you to determine that person's management skills.

(Michael Scott Scudder is President of FITNESS FOCUS, a Woodstock, N.Y. - based club consulting firm specializing in the small club sector of the health and fitness industry. Active in the management and ownership of health clubs and recreation facilities since 1976, Michael is a featured speaker at national industry conventions. To contact Michael, call: (914) 679-5627 or write to: P.O. Box 169, Bearsville, N.Y. 12409)

...Scudder

continued from page 5

pay for all of it all the time!) Offer a percentage back on travel and lodging expenses, and a percentage of the exam fees upon passing, then the balance of exam fees in 6 months. This will demonstrate your interest in having them grow and it also makes them accountable for their level of dedication to professionalism.

D- The Employee Review. Put some meat into it.

Have them do their own review on themselves prior to your review with them. Compare reviews. Note skills gained. Note areas of slow growth. Do the reviews on time and with a purpose- don't just do a review to do a review.

E- The Job Description. Should be the key part of each employee review. Get the employee to write his/her job description. Compare it to your description of the job. Ask the employee to contribute ways to make the job more fun, more rewarding, more alive. Get the employee to take on

AAC Success Track
SERVICE PROGRAMS

PROFESSIONAL RECEIVABLES MANAGEMENT



Best in the business...and we can prove it!

EFT

Customer payments via Electronic Funds Transfer from banks, S&L's, credit unions, checking and/or savings accounts.

25¢

Per Payment Processed
(\$10 payment, \$100 payment...same price!)

PLUS
Pro-Financial® Collection

Ask for our FREE money-saving analysis worksheet

"IMPROVE YOUR PROFIT EVERY DAY"

Call BUSINESS DEVELOPMENT Today!

1-800-233-8483

AFFILIATED ACCEPTANCE CORPORATION

Main Post Office Box 419331, Kansas City, Missouri, USA 64141

FAX: (816) 753-1429

E-MAIL: 74041.2525@compuserve.com

WEBPAGE: <http://www.fitnessworld.com/pro/trade/affiliated.html>

AAC... "We're Here To Work"

Upgrade to Interactive Fitness Assessments.

...It's This Simple...



Simplified interactive operation.
State-of-the-art performance and accuracy. *Real-time* graphic displays.

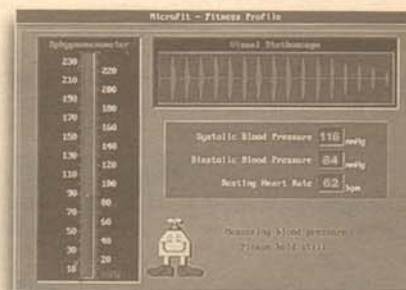
Flexibility of modified tests and reporting function.

Powerful client database and contact



features. *Customized* exercise plans. *Unique* wellness appraisals.

The perfect tool for testing and retention.



For Version 8 call 800 822-0405



M I C R O F I T

WHAT IS SELLING?

By Ben Midgley

Selling is the ability to match a customer's needs with your product or service and then motivating them to take action only if it is in their best interest.

There will be many definitions of selling that you may read or hear in your lifetime. The one thing you will find consistent in all of these definitions is the ability to motivate people to take action. This is a very powerful skill to possess (as it will be valuable to you your entire life). However, this does not mean the process itself is done powerfully. This means that in any given situation you have the ability to understand and interpret the variables in order to give an appropriate response that will help lead the situation to an expected and desired outcome for your club. While always keeping in mind the most important thing: only close the sale if it is in the best interest of the prospect. The previous statement should not be interpreted as "the power of persuasion," that means you can persuade someone to do something regardless if it is in their best interest or not. That could be

regarded as unethical.

Selling can only be conducted if both the prospect and you feel purchasing your product or service is unquestionably in their best interest. Strong ethics must be present if the salesperson ever wants to be referred to as professional. Rising to success at the expense of others garnishes no respect along the way.

The following is a list I have compiled as a reminder to salespeople about certain aspects of the profession that need to be involved to achieve continual success.

WHAT IS SELLING?

#1 - Selling is being able to understand emotions so someone can be made to feel as comfortable as possible. A correct buying decision can only be made if someone is feeling totally comfortable.

#2 - Selling is knowing that the process should be kept as simple as possible at all times. Never overcrowd the transaction with more words or propositions than what absolutely needs to be said. Simplicity is always a safe

bet.

#3 - Selling is putting yourself in the other person's shoes the entire time you are together. It is making the effort to understand the subject at hand through their eyes. This will allow you to better anticipate and counsel certain concerns on the prospect's mind.

#4 - Selling is playing your best card every time you meet a prospect. That card is being yourself, being the genuine person that you are. Try not to put on your game face when it becomes time to sell; this, in most cases, will work against you.

#5 - Selling is putting your customer's best interest ahead of your commission.

#6 - Selling is knowing that a little extra effort today pays off tomorrow.

#7 - Selling is having the confidence that the respect you treat your customers with today will be returned to you many times over.

#8 - Selling is creativity.

#9 - Selling is believing that what you are doing is helping people make the right decision.

#10 - Selling is understanding your work begins after the sale!

WHAT SELLING ISN'T

*Selling is not about being clever and feeling that you have won if you made the sale.

*Selling is not about closing the sale at your first meeting or making the sale and moving on to the "next one."

*Selling is not about making false claims.

*Selling is not about putting down the competition.

*Selling is not based on the cost of a product or service.

*Selling is not something you only do while you are at work.

*Selling is not you against them in a battle of wits.

*Selling is not "closing techniques."

Selling is something you do with pride. Remember at all times:

If you want to be perceived as a professional you must do things that a true professional does—all the time. Good luck!



Ben Midgley

(Ben Midgley is the Fitness Director/Corporate Membership Director for the Saco Sport & Fitness Club in Saco, Maine. Ben was awarded IHRSA's (International Health, Racquet and Sportsclub Association) Sales Person of the Year Award for 1995. During 1995 Ben personally sold over 900 memberships to his club. Ben may be contacted at: (207) 284-5953.)

1. Make your treadmills last longer and draw lower amps using our amazing new **NGS Deck Lubricant**.

2. Stop losing weight selector pins by installing **NGS Weight Selector Pin Leashes**.

3. Use **NGS Replacement Belts and Decks**. Ours last longer at a fraction of the cost.

4. Try our **Replacement Grips** for StairMaster, LifeStep, Trackmaster, and ClimbMax. They're long lasting, inexpensive and easy to install.

5. Call NGS for **electronics repair** for StairMaster 4000PT, Lifecycle (most models), Gauntlet, Gravatron, LifeRower, ClimbMax, LifeStep, Trotter and Trackmaster.

6. Use our **quality replacement parts** for StairMaster, Lifecycle, Tectrix, ClimbMax, BikeMax, Airdyne, DX 900 and Trackmaster.

7. Call our toll-free number 1-800-GYMPART (496-7278) for **FREE technical support** on all commercial fitness equipment.

8. Contact us by fax at 310-278-1747, or on the internet at gympart@primenet.com with your replacement part and maintenance questions.

**NATIONAL
GYM
SUPPLY**

**8780 NATIONAL BLVD., SUITE 209
CULVER CITY, CA 90232**

**TO RECEIVE YOUR
FREE CATALOG, CALL
1-800-GYMPART**

We've got a lot riding on this bike.



Power Pacing™ and Karen Voight.
A new spin on stationary cycling.



International fitness
authority Karen Voight
is the designer of
Keiser's Power Pacing
and Pace and Shape
programs.

If it hasn't started already, your members will soon be asking for stationary bike classes. After all, it's the hottest new trend in fitness. If you don't satisfy their demands for the best bike workout they can get their legs on, somebody else will. Keiser's new Power Pacer™ sets a new pace in stationary cycling. And Karen Voight's *Power Pacing* and *Pace and Shape* are the programs the others will be falling in line to copy.

THE BIKE. The Keiser Power Pacer™ puts a new spin on stationary biking. Because it's made entirely in the U.S. And with superior Keiser manufacturing and design. Examples? An extra-wide 24-inch base for a stable ride. Handlebars that extend forward as well as upward to fit all body types. A 2400 lb-test nylon belt that's easy to adjust and replace. A frame that's warranted for 10 years.

And since even the best bikes need to be properly steered, we've put one of the world's leading fitness experts on top of it.

THE TRAINER. International fitness authority Karen Voight is a workout pioneer, celebrity trainer, club owner and columnist. We're delighted to say she is also the creator of our two Power Pacer programs: *Power Pacing* and *Pace and Shape*.

Power Pacing strengthens glutes, quads, hamstrings and calves, while melting fat and building stamina. *Pace and Shape* gives members a total workout and introduces many cardio-only members to the joys of strength training.

Both are intensely cardiovascular, low-impact and non-intimidating. They're also highly motivating so members will keep coming back.

THE PR. *Power Pacing* is starting out a step ahead of everything else. To keep us in front, we'll supply you with all the materials you need — including banners, posters and ads reminding your existing and potential members where to go for *Power Pacing*. Meanwhile, our PR firm will be telling media about *Power Pacing* directly and through national magazine articles. We'll also supply training manuals and videos. Or you can choose our personal instruction package. Either way, you can be up to speed in under a day. What other stationary bike offers that kind of support?

THE BOTTOM LINE. People of all ages will be asking you about *Power Pacing*. So make sure you're prepared. Call Keiser today at (209) 265-4700 and we'll show you how easy it is to bring *Power Pacing* to your club. There's no telling how far you could go.

KEISER

411 S. West Ave., Fresno, California 93706-1320
Tel: (209) 265-4700 1-800-888-7009
Fax: (209) 265-4780

When it comes to

CERTIFICATION

of your personal trainers, you can count on

Our Team of Experts!



Dr. Fred Hatfield, ISSA Co-Founder & Author of Over 50 Texts on Fitness



Dr. Sal Arria, ISSA Co-Founder and U.S. Olympic Team Doctor



Bob Delmonteque, ND, Worlds #1 Senior Fitness Consultant



Bill Pearl, Worlds Leading Health & Fitness Consultant & 5x Mr. Universe



Tom Platz, B.S. MSS, Multi-Mr. Universe and World Renown Lecturer and Fitness Expert



E.J. 'Doc' Kreis, 3 time Strength Coach of the Year University of Colorado



Dr. James Peterson, Director of Aerobic Fitness - Past Sports Medicine Director for Cybex

THIS IS JUST A FEW OF THE MANY FITNESS EXPERTS ASSOCIATED WITH THE INTERNATIONAL SPORTS SCIENCES ASSOCIATION

The ISSA was founded in 1988 by Sal A. Arria, D.C., MSS, and Frederick C. Hatfield, Ph.D., MSS. Together, they sought to build a solid foundation for health and fitness education that would standardize knowledge, techniques, and philosophy both nationally and internationally. ISSA then formed an advisory board culled from the elite ranks of research, coaching, sports medicine, and other branches of sport and fitness science. The majority of ISSA professors & advisors are both world class athletes and Masters or Ph.D.s—people who have extraordinary academic backgrounds and also decades of practical "in the trenches" fitness and training experience.

Today, the International Sports Sciences Association has certified over 10,000 fitness instructors around the world. This means that your health club can now have an entire staff of fitness professionals practicing the same fundamental skills of exercise assessment, nutritional counseling, fitness instruction, sports medicine practice, and legal procedure. This gives you and your staff the professional credibility and a valuable education needed in today's ever competitive market. Many ISSA courses are taught in major colleges and universities around the world so when it comes to choosing a certification program, no other organization can come close to what we have to offer...no one!

HERE IS WHAT ISSA CAN DO FOR YOU:

◆ **WE CAN PERSONALIZE OUR TRAINING PROGRAMS TO INCLUDE SPECIFIC INFORMATION ABOUT YOUR CLUBS POLICIES AND PROCEDURES!**

◆ **YOU HAVE THE OPTION OF A WEEKEND ON-SITE CERTIFICATION SEMINARS AT YOUR CLUB AT NO EXTRA CHARGE! GROUP DISCOUNT AVAILABLE.**

◆ **ISSA WILL TRAIN YOUR STAFF TO PROVIDE PROFESSIONAL, STANDARDIZED INFORMATION TO YOUR MEMBERS. IT'S REAL SIMPLE QUALITY SERVICE MEANS MORE REFERRALS!**

◆ **LET US SHOW YOU HOW YOUR TRAINERS CAN MAKE YOU \$50,000 TO \$200,000 PER YEAR!**

WE'LL TEACH YOUR TRAINERS 10 PROVEN WAYS TO GO INTO THE COMMUNITY AND BRING YOU NEW MEMBERS!

ISSA CERTIFICATION PROGRAMS INCLUDE

- Anatomy, Physiology, Biomechanics, Nutrition, Kinesiology
- Specific One-on-One training techniques from the first session with a client to teaching them how to live a healthy, fit lifestyle.
- Flexibility, stretching programs as well as safety and spotting techniques to minimize the risk of injuries.
- Sports Medicine topics including training the low back, shoulder, knee and other orthopedic conditions as well as first aid.
- Body composition, fat loss and supplement guidelines and standards.
- Professionalism in the workplace and proven techniques for trainers to use that will attract more members from your community.

SPECIALIZED CERTIFICATION & CEU PROGRAMS AVAILABLE:

- | | |
|---|---|
| • Certified Fitness Trainer | • Specialist in Martial Arts Conditioning |
| • Youth Fitness Trainer | • Aerobic Fitness Trainer |
| • Senior Fitness Trainer | • Water Fitness Trainer |
| • Specialist in Sports Conditioning | • Fitness Therapist |
| • Specialist in Fitness for the Physically Challenged | • Specialist in Performance Nutrition |

FOR FREE INFORMATION ABOUT ANY OF OUR SPECIALIZED CERTIFICATION OR CONTINUING EDUCATION PROGRAMS PLEASE GIVE US A CALL TODAY.

1-800-892-ISSA

LIFELONG FITNESS

By Bob DelMonteque

COMMON MYTHS About Aging and Fitness

(Editor's Note: This article is reprinted from Bob DelMonteque's book **LIFELONG FITNESS**. Bob DelMonteque, age 75, is probably the most knowledgeable fitness expert in the world on the subject of aging and fitness. Bob is a health club veteran of over 55 years, a noted author and speaker and has recently joined ISSA (The International Sports Sciences Association) to head up its Senior Fitness Program. See the ad on opposite page. This article has been reprinted for club owners to share with their Senior Members and prospective Senior Members and per-

mission is hereby granted to club owners/operators to reproduce the article for purposes of distribution to members and prospective members.)

It's amazing how little some people seem to know about the subjects of nutrition, health, and aging. Newcomers to the fitness world are the worst offenders. They not only lack the fundamentals, they also create their own little rules. They drink diet sodas with their french fries so they don't feel guilty about the cheeseburger. They play golf in a cart and call it exercise. Sometimes, even those who've been exercising for years have erroneous ideas about how their bodies work, especially when confronted with the issue of aging. Ignorance about your health can be the most costly mistake of your life. So

before you begin, you must first rethink a lot of what you already think you know.

MYTH- There's no way on this Earth to turn back the clock on aging.

Some of us age gracefully while others don't but it has little to do with genetics or anti-aging creams. The average person can lead a longer, healthier, and more productive life by learning a little self-discipline, and by breaking down a few physical and mental barriers. I firmly believe you're only as old or young as you feel - your chronological age is merely a gimmick for the greeting card industry. Keeping active can push back those barriers, and may even slow down and reverse the signs we typically associate with aging. Lifelong fitness is a viable option - and you don't have to be a professional athlete or eat bran muffins to reap the benefits.

MYTH- The older we get, the more physical limitations we encounter.

Loss of muscle mass and strength as you get older can mean scaled-down mobility and less independence. This physical frailty imposes restrictions on everyday activities, and may even trigger injuries. Avoid the ills of inactivity - which result in neck, shoulder, and lower-back pains, headaches and obesity - and you'll avoid many of the limitations associated with aging. Do whatever it takes to keep active because the more active you become, the fewer physical limitations you'll en-

counter. All it really takes to keep fit is the determination and the ability to enjoy life.

MYTH-Older people can't build muscle and strength like their younger counterparts.

The ability to increase strength, muscle mass, and endurance is not the exclusive privilege of the young. According to the landmark study at Tufts University, exercise can benefit adults of any age and many even reverse some of the signs associated with aging. Additionally, people past middle age can gain muscle and increase strength by as much as 200 percent. I've seen people in their seventies build muscle, and people in their eighties run marathons. I'm actually in the best shape of my life. I have more muscle mass and density than I've had at any other time because I have a commitment to fitness and have been using the proper techniques to achieve that goal. The only reason I don't lift as much as I did 30 years ago is that we have a tendency as we get older to be more susceptible to injuries, so I've dropped the weight on purpose to reduce my chances of injury.

MYTH- The body's bone structure eventually becomes too weak to endure the demands of a vigorous workout.

Roughly 24 million older men and women in the United States suffer from osteoporosis (loss of bone mineral and density). The major causes of this decline are lack of

physical activity, lack of weight training, and an improper diet. Most people lose about one percent of their bone mass per year because as we age we are less able to absorb calcium. The result is weaker bones. Considerable evidence, however, suggests that exercise and weight training delay and may even reverse the loss of bone density, especially in post-menopausal women. The added stress that weight training in particular exerts on a bone can actually cause it to get stronger not weaker. Researchers at Tufts University agreed that a consistent weight-training program can, at any age, effectively reduce the rate of bone loss.

MYTH -A person over 35 has a harder time burning fat than a younger person.

Anyone, regardless of age, can burn fat. It just may take a little longer if you're over 30 and out of shape. When you last tried to get in shape, did you do too much, too fast? Did you jog around the neighborhood, only to stop in mid-stride with a muscle strain? Did you hop on a stationary bike, crank up the tension and pedal long and hard - only to gasp for air five minutes later? Or did you lift too much weight and damage ligaments?

A slow, steady pace and a realistic program will burn off more fat in the long run than short bursts of exhaustive exercises. The amount of time you put into your program is more important than the intensity. This program will start you on activities such as light jogging or walking, as opposed to (See DelMonteque page 20)



Poor Financial Health is Not a Pretty Sight.

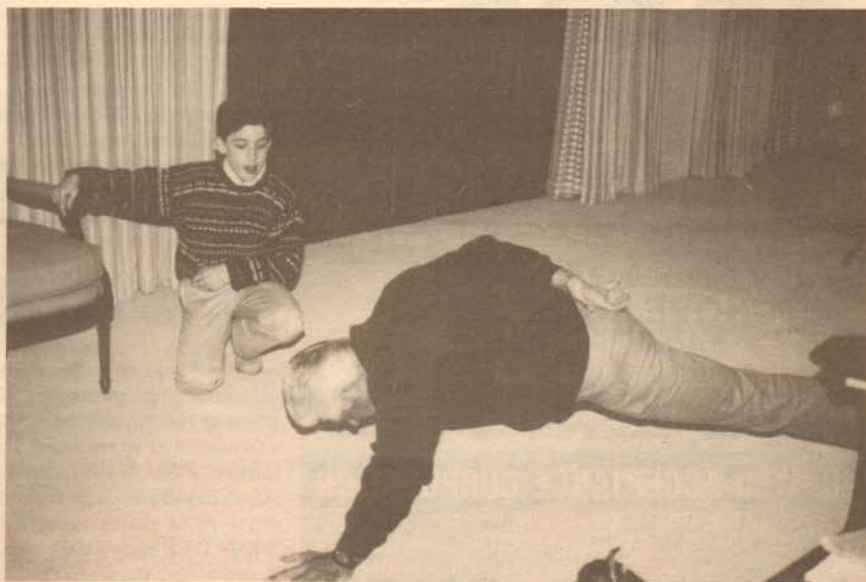
...especially when your cash flow is sickly due to delinquent membership fees. Let Belmont be your prescription for increased cash flow, reduced bad debt, no overhead, and peace of mind. That's what you get when you outsource your accounts receivables management to Belmont Financial Services.

While you focus on getting members and keeping them happy, Belmont focuses on keeping you financially fit. Belmont's solutions-oriented professionals provide comprehensive accounts receivable services to keep your bottom line healthy. Remember, when you team with Belmont, we don't get paid until you do... so we're as motivated to keep your A/R's in shape as you are.

Ask about our Client Lending Program!

BELMONT FINANCIAL SERVICES

(800) 780-0115 • (410) 780-0100



Bob DelMonteque, Age 75, demonstrating one-handed push-ups for Justin Cates

CANCER WELLNESS PROGRAMMING IN THE HEALTH CLUB

By Eric Durak

INTRODUCTION

Cancer and exercise is a relatively new field in terms of both medicine and health promotion. There is little clinical research on the subject and fewer programs across the nation. The purpose of this article is two-fold: First - to give some of the sound medical and physiological reasons why cancer patients should exercise. Second - to highlight some marketing ideas to get a cancer program started and keep it running successfully.

THE SANTA BARBARA EXPERIENCE

In 1994, a cancer wellness program was created at the Santa Barbara Athletic Club in California. For the past two years, patients have participated in moderate aerobics, progressive and resistance exercises. The final portion of each class is a mind-body fitness aspect using meditation, stretching, movement therapy and yoga to facilitate the spiritual side of fitness.

Some participants (breast cancer patients primarily) use resistance bands as a staple of their resistance program. Their

goal is to progress to light dumbbell exercises for chest work and shoulder flies (front and side). Rubber tubing is important for cancer patients because it allows patients to experience the "feel" of progressive resistance and they are in control of how much force to exert.

One of the other elements of this exercise program was a questionnaire that all participants filled out on their last week of the program. Modified from the original Rotterdam Quality of Life survey given routinely to cancer patients after they have undergone radiation or chemotherapy, this version includes two sections on exercise and rehabilitation and wellness components. Patients filled out elements of their exercise program that were not recorded by fitness staff and how exercise affected aspects of their functional ability and levels of pain.

The results of both elements of this program lend positive reinforcement for the use of supervised exercise for patients with severe diseases. The patients in this cancer program (over 55 to date) continue to exercise and feel much stronger both physically and mentally by virtue of their participation.

CONTRAINDICATIONS TO EXERCISE

Patients who score at low levels on the Karnofsky scale may be contraindicated for exercise. The Karnofsky Scale rates patient functional ability and is scored from 0-100, the 90-100 range being the highest rating. Therefore patients should fall into the 90-100 range for safe exercise. If those ranges fall below healthy levels, then it is up to the referring physician to decide if participation in exercise is warranted.

A SOUND BUSINESS PLAN FOR SUCCESS

Cancer wellness programs represent a tremendous opportunity to bring both functional exercises and improvement in quality of life to thousands of Americans who are diagnosed with any type of cancer each year. Why? (1) For many patients, once surgery and chemo/radiation therapy have been completed,

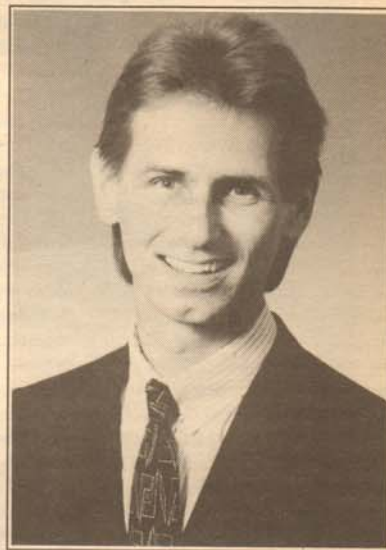
there is no classic rehabilitation program for them. Many do not even undergo physical therapy for initial phases of rehab. (2) Health clubs offer many types of programs in a non-clinical atmosphere. The Santa Barbara A.C. program is in a small group format, but participants may use the club during non-group times.

Marketing the program is a joint effort between the oncologists and staff. Funding for the program can be accomplished through revenue from the following sources:

1. Local road races (such as the Terry Fox run, which supports the Santa Barbara A.C. program).
2. Community benefit programs (benefit concerts, auctions, etc.)
3. Designing a simple physician referral form so oncologists may know what types of services your club has for their patients (see the sample form from the Western Reserve Club).
4. Some type of insurance reimbursement (fee for service, or prepaid HMO health plan).
5. After insurance and/or support money is used, participants pay a small monthly fee to continue with the program. This amounts to 60-70% of regular dues.

Wellness programs that offer outcomes measurements (such as the SBAC program) can demonstrate improvement both physically and psycho-socially over time. This is of tremendous benefit in terms of working with the oncology community and with HMO's or insurance companies who may reimburse part of the cost of the classes.

Lastly, it remains to be seen if exercise can lead to an extended remission in cancer. Programs that can follow the progress of patients over many months and years show how much they enjoy the classes and the participation with fellow survivors. Their own improvements are perhaps the best reason to implement these programs in the first place. In the



Eric Durak

words of Santa Barbara Athletic Club Fitness Director, Eric Schmitz: "This is the reason that I got into the business of health and fitness in the first place - to see how I could impact the lives of those who can benefit from it the most."

References:

1. Bernstein, L., Henderson, BE, Hanisch, R., Halley, JS, Ross, E. Physical exercise and reduced risk of breast cancer in young women. *Journal of the National Cancer Institute* 86;18:1403-08, 1994.
2. Durak, EP, Lilly, P-C, Main, J. The application of a total conditioning program with cancer patients; Effects on strength and endurance. (abstract) *Journal of Strength Conditioning Research*. 10;4:27-28, 1995.
3. Ganz, PA. Quality of life and the patient with cancer: Individual policy implications. *Cancer*. 74:1445-52, 1994.
4. Hicks, J.E. Exercise for cancer patients. In: Basmajian, J.V., and Wolf, S.L. *Therapeutic Exercise*. 5th edition., Chapter 18., 1990.
5. Shephard, R.J. Physical activity and cancer. *International Journal of Sports Medicine*. 11:413-20, 1990.
6. Winningham, M.L., MacVicar, M.G., Burke, C. A. Exercise for cancer patients: Guidelines and precautions. *The Physician and Sportsmedicine*. 14:10:15257, 1986.

(See Eric Durak page 28)

AAC Success Track
 SERVICE PROGRAMS

PROFESSIONAL RECEIVABLES MANAGEMENT



Best in the business...and we can prove it!

MASTERCARD-VISA
Electronic Debits
45¢

Per Monthly Debit
 (\$10 or \$100...same price!)

PLUS
Pro-Financial® Collection

Ask for our **FREE** money-saving analysis worksheet
"IMPROVE YOUR PROFIT EVERY DAY"

Call **BUSINESS DEVELOPMENT** Today!
1-800-233-8483

AFFILIATED ACCEPTANCE CORPORATION

Main Post Office Box 419331, Kansas City, Missouri, USA 64141
 FAX: (816) 753-1429 E-MAIL: 74041.2525@compuserve.com
 WEBPAGE: <http://www.fitnessworld.com/pro/trade/affiliated.html>

AAC... "We're Here To Work"

MARKETING MATTERS

By Mike Chaet

Dear Mike,

Could you please give me some advice on using gifts and premiums as part of our marketing program? Should we use them, what will they do for us, and maybe some suggestions on which ones to use?

Very truly yours,
Karl Nesser
Askesis
Lausanne, Switzerland

Dear Karl,

Gifts and premiums should definitely be part of your

overall marketing strategy. They should be integrated into each part of the marketing and sales process. Include them as part of your referral programs, your external advertising, your open houses and even the sales process itself.

Premiums and gifts serve various functions, such as bonding members to your club, adding value to your memberships, demonstrating appreciation and even serving as an incentive to show up for an appointment. They should be chosen based on which function you wish them to serve. Because they represent your club, they should not be considered a throw away. All premiums should be image builders for your club. You should always choose them to rep-

resent your club in a quality fashion. If you cannot afford to do this then don't use a premium at that particular time.

For example, it seems that everyone gives away a pen: banks, hotels, restaurants, even chiropractors. Since everyone seems to be giving away pens it will do you no good to go out and get a cheap pen, slap your club logo on it and expect it to make an impression. It will not!

If you are going to use a pen, choose a unique - high quality pen that people are going to keep. For example, I know a chiropractor that gives everyone that writes out a check to his clinic a unique shaped pen. The pen has a "crook" in it giving it the unique shape. He has given out thousands of these pens over the past few years and is known as the "crooked" pen doctor. A good image builder.

THE SALES PROCESS

Decrease "No Shows" - Not too long ago we received complaints from a client's sales staff that they were having a very high rate of no-shows for sales appointments. The solution we recommended was to give the sales people a nice key chain with the club logo on it to be used as a gift for all people who came in for tours. The key to the success with the key chains was the scripting the sales people used to confirm their appointments. The script went like this: "Just to confirm our appointment: that's 4:00 on Wednesday, and I'd like you to know that I have a nice gift for you just for coming to visit us at the club." This little gift and script reduced the "no-shows" by 80%!

INTERNAL PROMOTIONS - Your referral program should be your greatest source of new members. There are a few rules to help maximize your referral programs and they involve premiums. The first rule is that each and every referral should result in a gift being given to the member's sponsor. This has typically been a t-shirt, a bag, a sweatshirt or a free month's dues. These gifts work O.K. but

need to be promoted quite well. I like gifts that are a bit different such as desk accessories, a plaque, a jacket, a unique picture, or something a bit different that the member would not ordinarily buy for himself. The second rule is that each campaign should have a Grand Prize for the person who brings in the most new members during that period. The best prizes we have seen are trips, cash, car leases, mountain bikes, canoes and home entertainment systems. The whole idea is to make a splash.



Mike Chaet, Ph. D.

EXTERNAL PROMOTIONS - Premiums add extra value to the membership. The whole idea here is to capture the buyer's attention and offer them something that either gets them to join or at the very least, gets them through the front door. Fitness videos and books are attractive. So are personal training packages, running shoes, workout clothes and even a chance to win a fitness cruise. There should always be an expiration date on the offer to create a sense of urgency.

OPEN HOUSE - Theater tickets, gasoline certificates, restaurant coupons or t-shirts for the first 500 people who show up at your open house work well. So do celebrity autographs, booklets and baseball hats. The object is simply to get them to come to the club so you can give them a tour. The Open House giveaways should be provided on the last day of a membership campaign in order to create a sense of urgency and closure to your membership special.

So, as you can see, I am a big fan of premiums and gifts which I sometimes call "Doodads." You should spend as much as 10% of your annual marketing budget on premiums and gifts. Remember the following: (1) Put your logo on the gift when you can. (2) Keep the quality as high as possible. (3) Match the premium with the objective to be accomplished whenever possible.

You probably already

have a representative from whom you have purchased premiums. If you don't, look in your local yellow pages under "Marketing Specialties" or "Specialty Advertising." Tell them what you want to accomplish and how much you wish to spend. He or she should present you with a book entitled MEDIA FILE. It is their official ASI photo directory of specialty advertising and promotional product rates and data. It is their industry catalog with premiums from 1 cent to twenty five dollars and up.

This month's question was submitted by Karl Nesser of Askesis, Lausanne, Switzerland. Karl will receive a copy of Mike Chaet's HOW TO INCREASE YOUR MEMBERSHIP SALES Video for submitting this month's question.

If you have a marketing question for Mike, please submit it to him by fax at: (406) 449-0110, E Mail to CLUB1DOC @ AOL.COM, or mail to: Marketing Matters, c/o CMS, Box 1156, Helena, Montana 59624. For additional information, you may call Mike at (406) 449-5559.



SPRINGFIELD CORPORATION

WHOLESALE DISTRIBUTOR OF INSTITUTIONAL LINEN

Imported & Domestic Textile Products

Take the guess work out of your . . .

**Towel Purchasing
Satisfaction Guaranteed**

**QUALITY PRODUCTS
at
COMPETITIVE PRICES**

Rubbermaid®

Commercial Products
Authorized Distributor

CALL 1-800-241-2081

ASK FOR OUR CURRENT PRODUCT LIST

**HEALTH AND ATHLETIC CLUBS
The Supplies You Needed Yesterday!**

HRSA

ASSOCIATE MEMBER

P.O. Box 81345 • Atlanta, Georgia 30366

404/451-3951 800-241-2081 FAX 404/457-9557 FAX 800-772-6760

**DON'T LET YOUR CLUB
GET SIDWAYS**

**TO HELP KEEP IT
STRAIGHT, SEE OUR
AD ON PAGE 29**



Club Marketing &
Management Services
335 N. Last Chance Gulch
Helena, Montana 59601
406-449-5559 or fax 406-449-0110



Trackmaster's TM-TV: The one to watch.



**AN AFFORDABLE WAY TO BRING
PERSONAL VIDEO
ENTERTAINMENT TO YOUR USERS.**

Some clubs spend thousands of dollars on expensive theater wall installations when what their users really want is up-close viewing of their favorite television programming and a chance to choose the programs themselves.

Trackmaster's TM-TV is a 13" high-resolution cable-ready color television monitor that lets the user watch television, change channels and even adjust the volume in their plug-in headphones.

This highly personal approach to on-the-run entertainment means the user watches what they want rather than whatever happens to be on a common theater wall display—and that makes their workout easier.

TM-TV is anchored solidly to a frame-welded display stand painted to match the color of the treadmill.

It's a quality, user-targeted option that makes a real difference, and it's now available on every Trackmaster model.



FOR INFORMATION, CALL TOLL FREE (800) 965-6455.

READY TO EXERCISE BETTER CLUB MANAGEMENT?



CONSIDER THIS YOUR PERSONAL TRAINER

NEW RCM2001 WITH WINDOWS® PUTS MORE MUSCLE IN YOUR EFT AND CLUB MANAGEMENT SERVICES.

Checkfree's RCM2001-The Next Generation™ introduces a new Windows®-based system of hardware/software/EFT services for easy management of your entire financial, operating and membership management functions.

RCM2001 helps increase member retention, steadies your cash flow, lowers billings costs, reduces delinquency rates, and gets your bottom line in shape—pronto!

With advanced features like membership account-

ing, front desk control with usage tracking, and EFT, RCM2001 frees you from accounts receivable hassles associated with the financial management of your club. RCM2001 is also flexible, running on virtually any platform: DOS, Novell, Windows NT, SCO Unix, and SCO Open Server System V.

Plus, RCM2001 is brought to you by Checkfree Health & Fitness Services—a pioneer in secure electronic payments since 1981, and the leading provider of electronic funds transfer (EFT) services to the health and fitness industry.

For more information on RCM2001 with Windows, or for a remote demonstration, call us at 1-800-242-9522 or e-mail rcm-info@checkfree.com.

CheckFree®
Health & Fitness Services

Checkfree Corporation is an IHRSA Vanguard member and proud sponsor of the IHRSA Institute. Visit our Home Page on the World Wide Web at <http://www.checkfree.com>.

POWERED BY
PROGRESS.

Windows is a registered trademark of Microsoft Corporation.



There is no place on earth like Costa Rica!

Villa de Papagayo El Ocotal, Costa Rica



Villa de Papagayo is a brand new luxury four-bedroom, four-bath villa with full staff (cook, maid and butler) located on the Pacific Ocean in beautiful Costa Rica. The view from the villa is revered as one of the most beautiful in the world.

The lushly-landscaped villa includes an oversized deck with swimming pool and waterfall. There is also a spectacular great room with 32-foot ceilings, TV, VCR, stereo and air-conditioning in the bedrooms. Guests at the villa also have use of the amenities at the nearby Ocotal Resort Hotel, which includes three swimming pools, tennis, scuba diving, snorkeling, beach and health club.

Also available are the world's best sports fishing for marlin and sails, rain forest, volcano and giant sea turtle tours, birdwatching, horseback riding, whitewater rafting and various other nature tours.

An all-inclusive plan provides all your food and drink (an open bar) during your stay at Villa Papagayo. The staff is there to provide for your every need and you will enjoy daily wonderful meals of fresh seafood, fresh vegetables and fruits like you've never tasted before. The villa is ideal for parties of two to eight persons. Beds can be arranged as kingsize or single for your personal needs.



GUEST BOOK QUOTES:

"This has been a wonderful vacation. The staff is great."

Christina Wolfe,
Decatur, GA

"You couldn't ask for a better view. We will be back again. Many thanks."

Brian Hankel, Omaha, NE

"A true vacation! Staff is A1. Food is yummy, the view awesome."

Gary and Mary Streeter,
Andover, MA

Villa de Papagayo's giant terrace overlooks the Pacific Ocean and includes a pool with swim-up bar, waterfall and ranchero. In the evening guests dine outside under the stars.

For availability call (404) 255-3220



Tectrix reinvents the wheel.

When it comes to recumbent bike technology, you're looking at the best seat in the house.

The ingenious BikeMax-R by Tectrix. Ordinary recumbents weren't smooth enough, quiet enough or durable enough. So we engineered the new BikeMax-R around a unique direct-drive design and patented braking mechanism. The result: A recumbent that's inherently more reliable. And a lot more fun. Other advanced features include a lower step-over height. A larger, more supportive seat. Over 100 pre-set workouts. User-friendly programming. Even a unique bicycle mode that simulates a road bike's 18 speeds. Best of all, BikeMax-R is as solid and durable as it looks. Because it was built exclusively for the demanding club environment by Tectrix.

So call 1-800-767-8082. And see why our BikeMax-R passes the competition like they were standing still. *Everyone should be this well-built.*



©1995 Tectrix Fitness Equipment. All rights reserved.

MAXICAM

By *Muscle Dynamics*



Nancy Georges
Ms. National Fitness

For a complete brochure on our more than 95 selectorized and free weight machines call:

800-544-2944

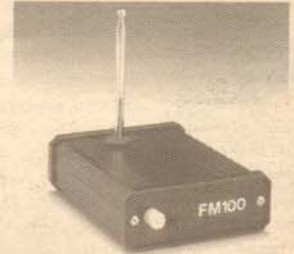
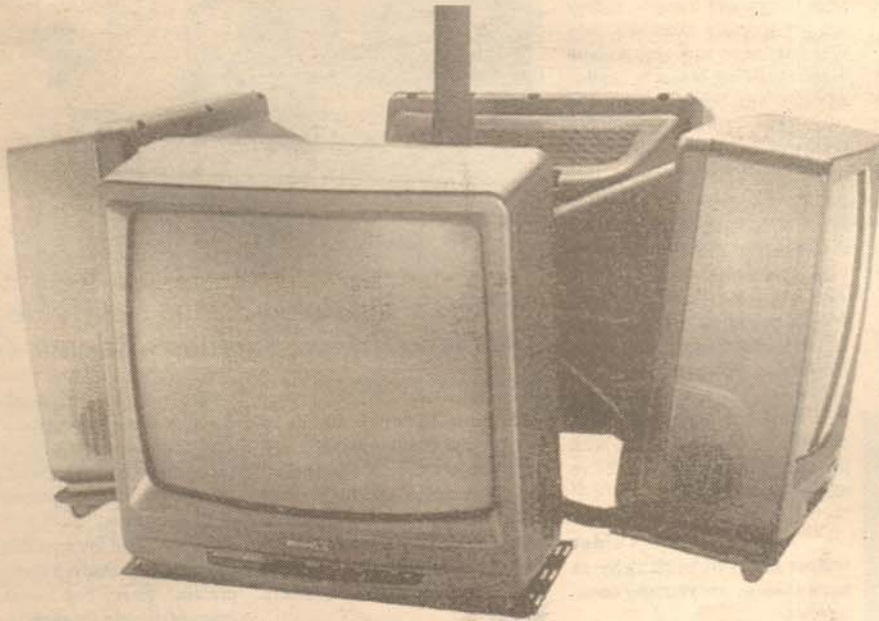
Muscle Dynamics

20100 Hamilton Avenue • Torrance, California 90502 • (310) 323-9055 • FAX (310) 323-7608

CARDIO

"ONE CALL GETS IT ALL"

ENTERTAINMENT SYSTEMS



**JEM BROADCAST
TRANSMITTERS**

● FM BROADCAST SYSTEM

JEM ELECTRONICS FM100 TRANSMITTER (FCC APPROVED)



● VIDEO BULLETIN SYSTEMS

VIDEO MESSENGER CHARACTER GENERATORS

● TELEVISION MOUNTING SYSTEMS

PEERLESS INDUSTRIES INC.
LUCASEY MOUNTING SYSTEMS

**CALL NOW
FOR MORE
INFORMATION**

● CABLE TV ACCESSORIES

NOVAPLEX CONVERTERS, REMOTES
AND CABLE ACCESSORIES

FITNESS
TECHNOLOGIES



LEASING AVAILABLE

15 CRANES CRT. WOBURN, MA 01801

TOLL FREE 1-888-938-9919

...DelMonteque

continued from page 11

sprints of high-intensity exercises like wind sprints, and you'll train your muscles slowly by lifting the appropriate weight. It takes patience, persistence, and discipline, but, by increasing your lean-muscle tissue, you can continue burning fat at any age.

MYTH- Heavy weightlifting causes high blood pressure in older people.

Actually, according to several studies, weight training can help people reduce, and possibly even prevent, high blood pressure. For example, scientists at the Cooper Institute for Aerobic Research in Dallas reported several years ago that people who keep up with a fitness program stand a better chance of lowering their risk of hypertension. Another study at Northwest-

ern University Medical School in Chicago revealed that resistance training and drinking less alcohol may actually prevent high blood pressure. Normal blood pressure is around 120/80, although readings may vary depending on age and other factors. I've been lifting weights since I was 14 years old (I'm 75 now) and my blood pressure hasn't changed one iota.

MYTH- People over 35 sustain more injuries than those under 35.

The only times in my life that I ever experienced muscle soreness or injuries were when I either failed to stretch and warm-up properly or when I let other concerns interrupt my regular fitness program. Exercise shouldn't cause you injuries or soreness. Naturally, if you're out of shape and attempt the impossible, you're going to feel miserable after an intensive workout. But the main reason people injure themselves is that they use improper

form or lift too much weight. In order to avoid injury, stick to my program and follow my instruction concerning proper weight and the intensity of your workout.

MYTH- Once you're well into your thirties, it becomes hard to improve your cardiovascular system.

Your heart and lungs need a good workout, just like your biceps and triceps. If they are not properly exercised, they will deteriorate with age. As with muscle building, however, aerobic exercise will boost the power of your lungs, your heart, and your body's vascular network. Greater oxygen intake means more oxygen-rich blood that can be carried to the muscles by a stronger cardiovascular system. Strong muscles and a low-fat diet increase your oxygen utilization, which will keep you strong, make you feel and look younger, burn fat and increase your life expectancy. My doctor says I'm in as good shape as a cross-country skier, which means I can exercise more with less effort. What's my secret? I've worked at it.

MYTH- An older trainer needs to work twice as hard as his or her younger counterpart.

Contrary to popular belief, scientists have found that older trainers increase their strength at about the same rate as those who are younger. The now-famous results of the Baltimore Longitudinal Study revealed that a healthy person's heart pumps just about as well as that of his younger counterpart. Naturally, overtaining is a problem, especially for beginners and older trainers. To build and maintain muscle, you should train three times or more per week. If you want to grow stronger, you should increase your weight and intensity gradually over time.

MYTH- By the time men and women reach 40, they should take life a little easier, make fewer demands on their bodies and muscles, and get more rest.

Study after study suggests that the changes we traditionally associate with aging-weakened muscles, increased body fat, reduced bone mass - are typically the result of inactivity and immobility. In fact, at no time in your life should you retire to the rocking chair or the front porch, even if you're "old" and frail, because once you consign yourself to that chair, you'll never leave it. Naturally, rest is important if you're maintaining a rigorous ex-



ACOG's Ted Baker & Bob DelMonteque In New Olympic Stadium - Atlanta, GA

ercise schedule. It allows your body time to repair itself, to achieve the positive benefits we seek from training (increased muscle mass, improved cardiovascular conditioning). But scientists and doctors have come to realize that extended periods of rest (or inactivity) only make matters worse.

MYTH- If you want to stay in shape as you age, and stay healthy, you need to stick to a diet.

"Diet" leaves a bad taste in my mouth. It smacks of deprivation and punishment. I urge you to instead think of it as sensible eating habits. What's sensible? Eat everything as close to nature as possible. Stay away from such bugaboos as salt, butter, junk food and refined sugars. Also, cut down on your calories if you're consuming too many, and eat the proper food combinations. Quite simply, if you're overweight you're probably eating too much fatty food and exercising too little. Diets, however, are not the answer. People tend to go on a diet, lose the weight, then gain it back after several months and resuming bad habits.

The ideal way to lose weight is to exercise and to consume the right kinds of food, those that are low in fat content and calories, and high in flavor. And the benefits of eating this way aren't restricted to weight alone. For example, according to the Fred Hutchinson Cancer Research Center in Seattle, older women reduce their chances of clogged arteries and heart attacks.

Protein should also be an important part of your diet. I know there are a lot of doctors out there

who claim that you need to cut down on your protein intake as you age. They say too much protein causes the body to excrete calcium, which may lead to gout, arthritis, or osteoporosis. But I attribute a good portion of my condition to the fact that I maintain a diet high in protein. Every day I consume a gram of protein for each pound of body weight, or roughly 200 grams of protein daily (mainly of fish and chicken breast). It helps keep my muscles well fed. Of course, I also drink a lot of water to wash away the excess poison in my system. I'll explain more about this concept in future articles.

MYTH- No amount of exercise or advice will help me, I'm too far gone.

My program will benefit you in ways even your doctor can't imagine. Everything you need to stay lean and fit and to slow down the aging process is here. If you can still walk, you can do my program. I've learned over the years that the only true way to stave off the effects of aging is to stick to a program that will work. I've tried every trick, device, strategy, and concession known to the health and fitness world. I've worked on my body as a mad scientist would, tinkering and trying out experiment and experiment until, finally, I've got it right. Soon it will all come together for you, too: more confidence, better health, mastery over your life, and success in your lifetime battle against the advancing years.

(Bob DelMonteque, age 75, is the Dean of Fitness in the U.S. You can order Bob's book by sending \$19.95 to "Bob DelMonteque, 23916 DeVille Way, Malibu, California, 90265.)

AAC

Success Track
SERVICE PROGRAMS

PROFESSIONAL RECEIVABLES MANAGEMENT



Best in the business...and we can prove it!

"MAIL-IN" PAYMENTS

(FROM COUPON BOOKS)

\$200

Payments processed for
Two Bucks...or LESS!

(\$25 payment or \$250 payment...same price!)

**PLUS
Pro-Financial® Collection**

Ask for our **FREE** money-saving analysis worksheet

**"IMPROVE YOUR PROFIT
EVERY DAY"**

Call **BUSINESS DEVELOPMENT** Today!

1-800-233-8483

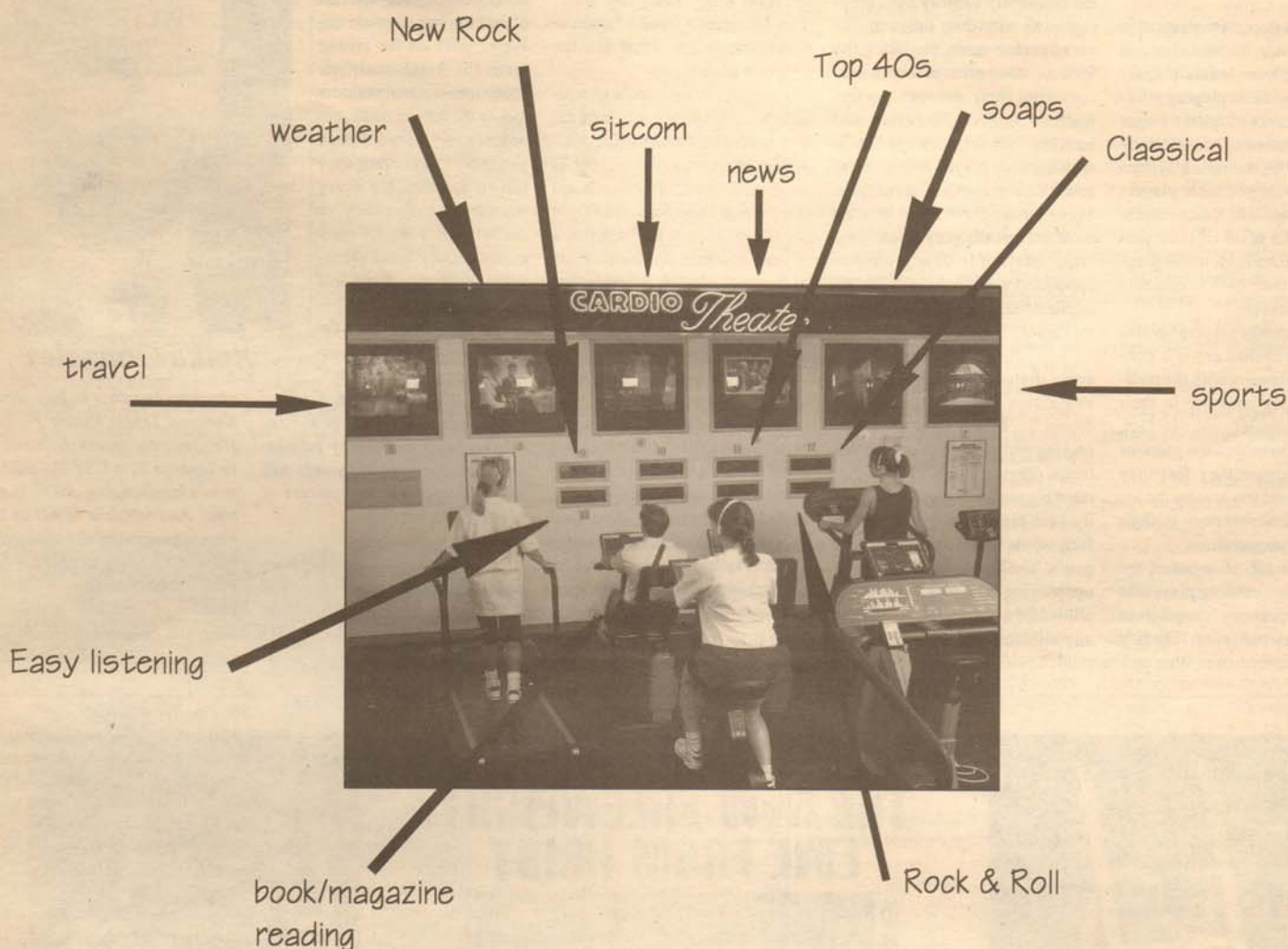
AFFILIATED ACCEPTANCE CORPORATION

Main Post Office Box 419331, Kansas City, Missouri, USA 64141

AX: (816) 753-1429 E-MAIL: 74041.2525@compuserve.com

WEBPAGE: <http://www.iftessworld.com/pro/trade/affiliated.html>

AAC... "We're Here To Work"



Pick a channel...any channel.

The variety of entertainment choices is unlimited.

With CardioTheater, your members individualize their cardiovascular workouts by remote control.

Offer your members CardioTheater. They'll love the selections, they'll enjoy exercising and they'll love the results. All thanks to you.

CARDIO *Theater*®

12 Piedmont Center, Suite 105 • Atlanta, GA 30305

Call (800) CARDIO-1 or (404) 848-0233

WE PUT FUN INTO FITNESS

A CULTURE OF MISPERCEPTIONS

By Spike Gonzales

An important element in managing a club tennis culture is understanding how tennis players tend to perceive their playing abilities. Tennis has not adopted a player rating system meeting the accuracy or immediacy of the rating system of golf or bowling. Tennis players do not get up-to-date measurement feedback on the level of their performance. Accordingly, tennis players are left on their own to evaluate their playing levels.

Frequently players' evaluations of their ability are at a considerable discrepancy with the realities of how they compare in their local tennis populations. In fact, many players have quit the game or their clubs because they feel they have been placed too low by the local pros or administrators in their club or interclub activities.

Be aware of some of the major influences causing players to inaccurately evaluate themselves higher than they really are. The first is the "best performance illusion."

Tennis players do not have the benefit of scoring averages as do golfers, bowlers and baseball players. Therefore, tennis players frequently identify their playing level with their best remembered performance, forgetting the 99% of their other matches surrounding their average performance. Golfers, bowlers and baseball players always know whether they played above or below their statistical averages. Many tennis players feel they almost universally play below their "real" playing level and are disappointed when league or lesson administrators place them below that level.

A second major influence distorting players' self-evaluation is the "friends syndrome." This occurs when two playing partners are friends of different playing levels. The higher rated player has no desire to handily beat his or her friend, and in fact, wants to have an interesting game. The higher rated player lets up, playing "friendly" tennis and allows for a close game. This usually influences the lower player to think he or she is quite competi-

tive at his or her friend's level. "I just don't play as well when I'm playing lower players," is the common lament. "I want to be at the level where I play my best!" This becomes a bone of contention between the player and the program administrator.

A third obstacle to realistic self evaluations is human nature with the "one-for-ten-hit." Tennis players have a number of sources from which they can get their ratings. They can come from their club pro, a NTRP verifier, a league administrator, any of the staff pros or possibly the resort pro on their tennis vacation. The person wanting to be at a "prestigious" higher rating may hear a realistic lower rating from nine different sources, but from only one source the chance statement, "Oh you can play at that (higher) level." You can bet the player will listen to that one source and disregard the other nine. And God help the administrator who has to tell this ambitious player that he or she has to play at the 3.5 level after one person out of ten told them they're a 4.0!

This all leads to a tennis

management dilemma. We have to either bend to the wishes of the players wanting to be rated at unrealistic levels, or face the risk of making our clientele unhappy with us for telling them the harsh realities. Many tennis administrators follow the former route, not wishing to "offend a good member." Too often they fail to see that for every member or player they've saved by allowing for inaccurate ability level placement, they may have lost several others who've become upset by the perceived inequities of the tennis or club environment.

Until we have a rating system providing current and results-only player ability ratings, tennis enjoyment and growth will be handicapped by our culture of misperceptions!

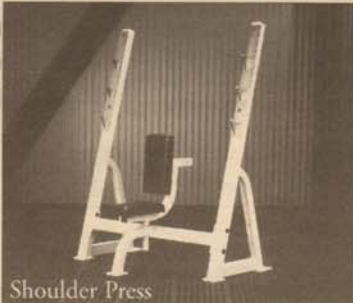
(Spike Gonzales has been building tennis markets since 1971. An influential member of the USPTA, USTA and IHRSA, he was involved in bringing those orga-



Spike Gonzales

nizations together in founding the National Tennis Rating Program. He presently serves as an advisor to Tencaps R, a USPTA-endorsed tennis handicapping and rating system. As President of AD-In Club Management and the owner of the Naples Racquet Club in Naples, Florida, he specializes in the development of pros and managers in the tennis industry. To reach Spike, call: (941) 774-2442.)

F860



Shoulder Press

- 180 degree pivoting seat allows rack to be in front or behind body while using adjustable back pad for proper alignment of various body widths.
- Adjustable seat for perfect use of various racking points. Optional plate holders. (not shown)

F172



Incline Bench

- 30 degree angle for maximum peck isolation without deltoid involvement
- Adjustable seat for wide range of heights
- Footrest for better back support and upper chest isolation
- Unique racking system combines good looks with safety and function. Optional plate holder. (not shown)

INTRODUCING THE NEW FREEWEIGHT LINE FROM HOIST

F356



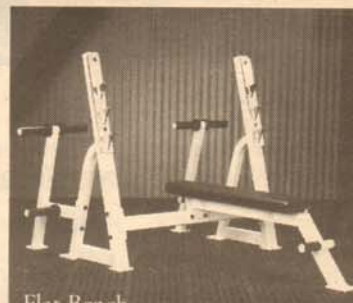
Hack Squat

- Body contoured carriage for proper spinal alignment
- Adjustable foot position for varying isolation points
- Fully supported case hardend shafts with precision linear bearing action
- Gravity controlled lock out system prevents accidents.

HOIST
FITNESS SYSTEMS

9990 Empire Street, Ste.130
San Diego, CA 92126
Tel: 619-578-7676
Fax: 619-578-9558
Inside CA: 1-800-541-5438
Outside CA: 1-800 548-5438

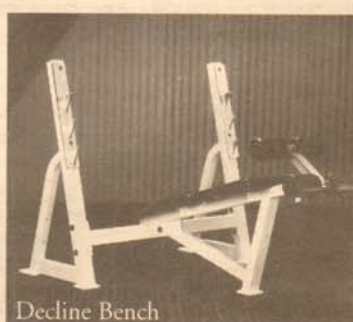
F170



Flat Bench

- 11 gauge steel design
- Raised foot rest for better back support and chest isolation
- Angled chrome racking mechanism for good looks and safer racking for years to come
- Shown with optional plate holders for better use of floor-space.

F177



Decline Bench

- 15 degree angle for low chest isolation with minimal shoulder involvement
- Adjustable raised knee leg support aligns low back allowing better peck isolation
- Multi sized two pieced pad for better body support. Optional plate holders.(not shown)

Salesmakers Tip Of The Month

SUCCESS OF A CLUB

Good human relations among members and employees within the club are essential. Employees should be educated in their specific areas and all should work at human relations..... service..... understanding people. Take pride in being part of a team.

FAILURE OF A CLUB

1) Lack of enthusiasm. 2) Lack of sales ability. 3) Cannot think quickly. 4) Worrying about how much harder you are working than others. 5) Worrying about hours. 6) Lack of interest in the future of the business. 7) Failure to follow the prescribed exercise courses..... results.

A club can become successful by exhibiting professionalism, service, knowledge and expertise in the SUCCESS CYCLE. Professionalism is appearance, actions and attitude.

SUCCESS CYCLE

1) New business. 2) Service (interest, sincere attitude, helping with exercise, commitment). 3) Referral. 4) Renewal.

The purpose of a sales presentation is to motivate, overcome objections, educate, establish strong rapport on a friendly basis and to create value of the member.

Never argue with or criticize another person.

The difference between a good club and an outstanding one rests with the standards of performance that are maintained. The difference between Disneyland and an amusement park is chiefly the performance of the employees.

Those who are afraid of being ruined by success should get a job with the weather bureau.

AAC

SuccessTrack®

SERVICE PROGRAMS

PROFESSIONAL RECEIVABLES MANAGEMENT



Best in the business...and we can prove it!

CASH FOR CONTRACTS

- ✓ No Credit Checks
- ✓ No Turn-downs
- ✓ No Term Limits

AAC Quick Cash®

CASH ADVANCE OPTION

PLUS Pro-Financial® Collection

Ask for our **FREE** money-saving analysis worksheet

**"IMPROVE YOUR PROFIT
EVERY DAY"**

Call **BUSINESS DEVELOPMENT** Today!

1-800-233-8483

AFFILIATED ACCEPTANCE CORPORATION

Main Post Office Box 419331, Kansas City, Missouri, USA 64141
 FAX: (816) 753-1429 E-MAIL: 74041.2525@compuserve.com
 WEBPAGE: <http://www.fitnessworld.com/pro/trade/affiliated.html>

AAC... "We're Here To Work"

Sales Makers

"Well begun is
half done"

- Aristotle

How much does it
cost your club to
not perform at it's
full potential?

MEMBERSHIP SPECIALISTS

Last year our clients
averaged an
increase of 27%

DID YOU?

Sales Makers
(800) 428-3334

THIS IS IT...THE SUMMER LEASING OFFER* YOU'VE BEEN WAITING FOR!

NO DOWN PAYMENT

NO DEPOSIT

NO PAYMENTS FOR 90 DAYS

24, 36 OR 48 MONTH LEASES

Lease any StairMaster® product—including the new Cordless FreeClimber™ 4400 CL with a Polar heart rate monitor and our new line of StairMaster strength equipment—this summer with no payments until Fall. Plus, right now, you can save \$300 on Spinnaker™ exercise bikes.

So what are you waiting for? This offer expires August 31, 1996—so call your StairMaster representative today!

1-800-635-2936

StairMaster
 SPORTS/MEDICAL PRODUCTS, L.P.

stairmaster



New...Cordless FreeClimber 4400 CL

Now with Polar Heart Rate Monitor



New...StairMaster Strength Equipment



Crossrobs™...exclusive from StairMaster



Special Offer...Spinnaker Exercise Bikes

*\$10,000 minimum. Equipment can be purchased after 24-36-48 month terms with a pre-established \$1.00 or 10% purchase option on approved credit—this is not a "90 days, same as cash" offer. © 1996 StairMaster Sports/Medical Products, L.P. / StairMaster, Spinnaker, Crossrobs and FreeClimber are either registered trademarks or trademarks of StairMaster Sports/Medical Products, L.P. in the United States and/or other countries. Accurate is a trademark of Pacific Fitness Corporation. Polar is a registered trademark of Polar Electro Inc.

See how to prevent your treadmills from breaking down by 90 %, save hundreds of dollars on service and repairs, help your treadmills run quieter and use less electricity !

Hello, my name is Steve Paterson and I've been selling refurbished treadmills for 6 years. This experience has lead to an easy way to take care of your treadmills to improve their work capacity and save you money.

I'm not a service technician, but I've been fortunate to work with the best service technicians in the business. For years I listened when they told me the importance of keeping the dirt & dust cleaned out from under the treadmills running belt. They showed me how the dirt was like sandpaper on the running deck and 'roughed up' the running surface. Most of your members who use the treadmills have dirt and pebbles stuck to the bottom of their shoes. When they walk or run on your treadmills it falls off the shoe and some of it gets underneath the running belt. Dust from around the gym also gets underneath your belts.

They explained how this was the beginning of most treadmill service problems. Because once the deck gets scratched and the belt roughed up. The friction increases and the motor has to work much harder. This increases the demand for electricity which increases the amperage draw. They showed me how this increase in the amps is what blows out the lower motor control boards, upper computer control boards, transformers and fuses.

This creates a dangerous situation because the extra friction can cause the circuit breakers to kick off, which can throw your members to the ground.

Once your treadmills deck gets scuffed up, your in trouble! This friction can melt the underside of your running belts and cause them to 'glass' over. I don't know if you've ever had to replace a belt & deck but it can cost you \$800. And every treadmill I've ever seen with a burned out motor had a worn deck & belt.

When was the last time you cleaned under your treadmills running belt ?

The Treadmill Saver is a custom designed cleaning tool that easily slides underneath your treadmills running belt while the treadmill is off. It has a special synthetic sheepskin surface that is chemically treated to make dust & dirt clump together. After you push it under the belt, turn the treadmill on. The belt slides over the Treadmill Saver and the dirt is removed from the underside of the belt. It's also designed to sweep down the length of the running deck, pulled along by the movement of the belt. This wipes the deck surface and removes the abrasive particles that will cause future expensive service problems. The Treadmill Saver has a unique designed handle to allow you to easily control it's movement.

The best part is the belt does most of the work for you, you just hold onto the handle and guide it's movement. And it takes only 30 seconds a few times a week per treadmill.

When I first designed the Treadmill Saver 2 years ago I had no intention of selling them. I wanted one for my treadmill at home and for the service technicians I work with at Fitness Systems Inc. (we sell refurbished fitness equipment and every treadmill we bring in has some dirt built up underneath the belt) But once the word got out, how easy it cleaned under a treadmills running belt, I couldn't make them fast enough! Now I have them manufactured for me to keep up with the demand.

I named it the Treadmill Saver because my clients who used it called me and told me how it saved their treadmills from costly repairs.

If it only saves you from buying 1 less treadmill belt in the next year, that's reason enough to get one. And if it doubles the life of your treadmills, what's that worth to you?

The way I look at it, I'm not in the business of selling treadmill cleaners. I sell refurbished fitness equipment domestically and internationally and it takes all my time. I'm offering one to you at only \$59 which covers my expenses and brings me about \$15 profit for my time and effort. To

tell you the truth, the money I earn from it really isn't worth the time I put into it. The reason I promote it is because of all the fitness equipment sales it brings me. Believe it or not this is the best advertising I've ever done in my 6 years selling refurbished equipment. Club operators are so happy with the results they get, that it builds tremendous goodwill for me, which brings in future fitness equipment sales. It's a win-win relationship with my clients.

I know the Treadmill Saver is worth a lot more than \$59, but I refuse to raise the price.

I want to make you an offer you can't refuse because that's how strong I feel this product will help you keep your treadmills repair costs under control. There has never been a device for the health club industry that can make such a difference for your treadmills.

All you have to do is call my voice mail # (714) 770-1267 and leave me your name and mailing information. I will quickly mail out a video showing you the Treadmill Saver in action. You will see first hand how much a difference this tool will make and how simple it is to use. After you view the video, call my voice mail number and tell me to send you one C.O.D. When UPS shows up at your facility give them a check for \$59 plus \$9 shipping & handling. With sales tax

for Ca. businesses. Open up your box and use it! In fact it takes UPS 10 or more days to return your check to me. So you get to use it on all your treadmills for 10 or more days. If you don't think the Treadmill Saver can save you hundreds of dollars, I WON'T CASH YOUR CHECK! If you don't want to keep it, call my voice mail and I'll cut your check in 2 pieces and mail it back to you. And I'll send UPS back to pick it up. No questions asked. And if you do like it, I'll give you a 1 year replacement warranty if it was to break.

You have nothing to lose, I'm taking all the risk.

Here is a quick little story. I set an appointment with Mr. Dave Gordon who runs all the maintenance technicians at the Family Fitness/Nautilus 24 hour health club chain in California. It's the largest club chain in the USA. He knows the club business as good as anybody. After he used it he placed the largest order I've ever taken. And it only took him 3 minutes before he decided that everyone of his technicians, in all his clubs, should have one. You need one too!

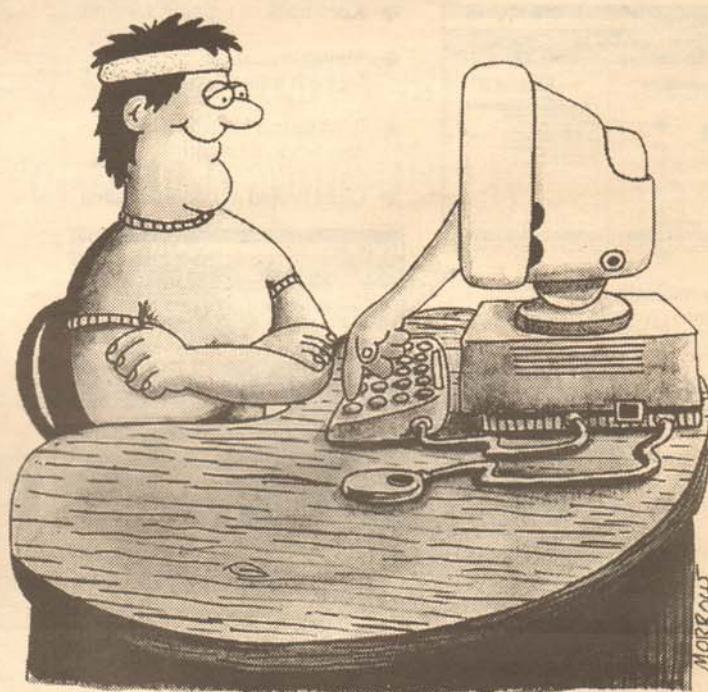
Sincerely
 Steve Paterson (714) 770-1267



The Simple & Powerful Club Management System

To be any easier to use, it would have to run itself...and it practically does!

- **Photo-imaging Check-in**
- **Unlimited Report Capabilities**
- **Automated EFT**
- **Full Service Customer Support (Phone, Fax, Seminars)**



So, make the first call right now. **Dial 1-800-554-CLUB** and see how easy it is to get *ClubRunner* working for you.

Club  **runner**™

CLUBRUNNER: THE STRESSLESS SYSTEM

1080 EAST INDIAN TOWN RD., STE. 202,

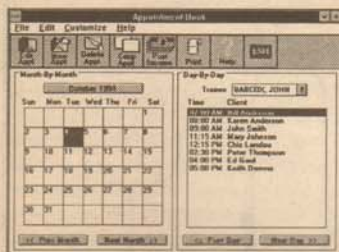
JUPITER, FLORIDA 33477

1 (800) 554-2582 / (407) 746-3392

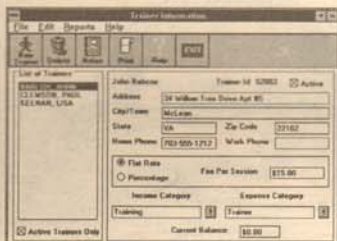
TWO EASY WAYS TO MANAGE YOUR FITNESS INSTRUCTORS

PERSONAL TRAINER BUSINESS MANAGER™ For Windows™

Personal Trainer Business Manager for Windows™ is the first and only software specifically designed for managing personal trainers in a gym or health club. It is an appointment book, client database, trainer database, and accounting package all in one.



- ◆ Keep track of training sessions
- ◆ Maintain separate schedules for each trainer
- ◆ Print trainer schedules for a day, week, or month
- ◆ Quickly find a training session



- ◆ Automatically update client balances to reflect training sessions
- ◆ Record trainer income and expenses
- ◆ Keep track of client names, addresses, and telephone numbers
- ◆ Record client payments
- ◆ Maintain client training logs, and print progress graphs
- ◆ Record client medical history and fitness assessment

- ◆ Generate invoices and receipts for training sessions
- ◆ Create mailing lists of clients
- ◆ Print monthly, quarterly, and yearly reports of income and expenses generated by each trainer

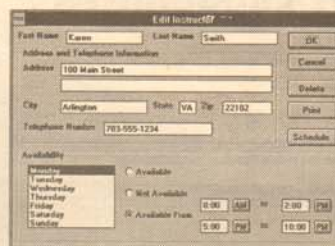
Item# 3003 Personal Trainer Business Manager for Windows \$249.95
(Be sure to specify the Club Edition when ordering)

FITNESS CLASS SCHEDULER™ For Windows™

Fitness Class Scheduler for Windows™ simplifies the task of scheduling fitness classes and keeping track of fitness instructors. With *Fitness Class Scheduler for Windows™*, you will be able to create better class schedules with less time and effort.



- ◆ Schedule and reschedule classes simply by arranging classes on the screen
- ◆ Maintain separate schedules for each room and location
- ◆ Keep track of instructor names, addresses, and telephone numbers
- ◆ Record the days and times each instructor is available
- ◆ Automatically display lists of available instructors
- ◆ Quickly find an available substitute instructor



CREATE
BETTER, MORE
PROFESSIONAL
SCHEDULES IN
LESS TIME

- ◆ Print complete class schedules for students and individual schedules for each instructor
- ◆ Easily customize a schedule's appearance to suit your needs
- ◆ Create reports of hours and classes taught by each instructor

Item# 4004 Fitness Class Scheduler for Windows \$149.95

EASY TO INSTALL!
Installs in less than 5 minutes!

EASY TO USE!
Designed for fitness professionals
NOT computer professionals!

System Requirements: An IBM® compatible machine with a 80386 or higher processor, 4 megabytes of RAM, a hard disk with at least 2 megabytes of available space, a 3 1/2" or 5 1/4" disk drive, a VGA or SuperVGA display, and Microsoft® Windows™ version 3.1 or later.

We DO NOT ship free demo copies. We DO offer an unconditional, 30-day, money-back, guarantee. So feel free to order a complete, working copy of the software and try it out for 30 days. We are sure that you will like it. If not, however, simply return the product to us, and we will gladly provide you with a complete refund.

To order, send check or money order to
Willow Creek Publications, P.O. Box 86032-A31, Gaithersburg, MD 20886
Maryland customers add 5% sales tax

FOR FASTEST DELIVERY

CALL 1-800-823-3488 EXT 131

We are available 24 hours a day, 7 days a week. So call anytime.

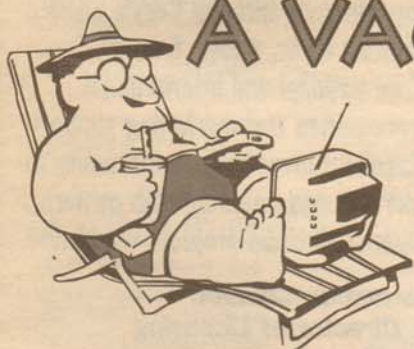


**FAST
FREE
SHIPPING**

Shipping is free and all orders are shipped by First-Class Mail.

MANAGE
YOUR STAFF
BETTER WITH
LESS TIME AND
EFFORT

DON'T GIVE AWAY THE STORE! GIVE AWAY A VACATION!



**Membership
Renewal
Referral**

Promotions That Work!

NO HASSLE TRAVEL PROMOTIONS SINCE 1973

APEX TRAVEL PROMOTIONS

(800) 666-0025 (Ext. 22)

Fully licensed and bonded

★ **ORLANDO**

★ **HAWAII**

★ **MEXICO**

★ **CARRIBEAN**

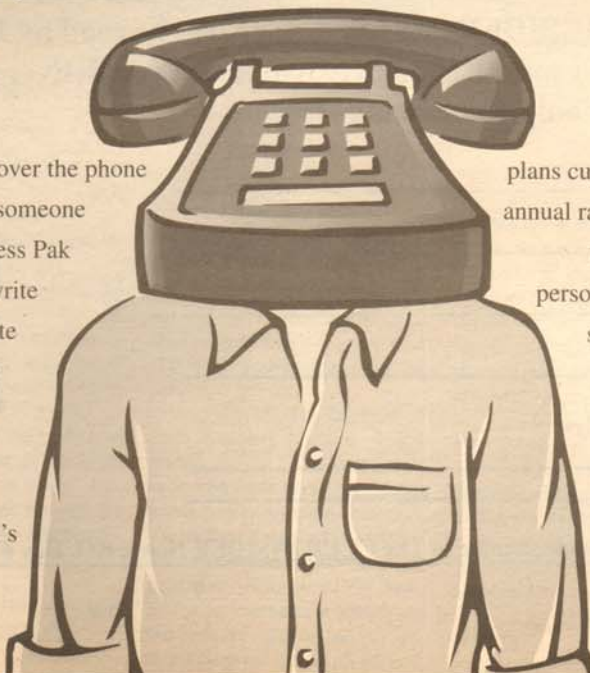
★ **LAS VEGAS**

★ **RENO**

Is this what you look like to your insurer?

You wouldn't sell a membership over the phone so why purchase insurance from someone who's never seen your club? Fitness Pak believes it's impossible to underwrite quality coverage without an on-site assessment. And it's often during these visits to your club that we uncover risky exposures other companies miss.

Fitness Pak is the industry's acknowledged club insurance specialist, writing protection



plans customized for each club's needs. Our annual rate of renewal exceeds 90% because we provide a superior product and a personalized service. Why be a digit on a speed dial when you can profit from meeting a Fitness Pak club expert.

Call 1-800-873-FPAK or
1-800-999-FPAK.



FitnessPak
Club Insurance Specialists
A Division of InterWest

Our Visit Makes The Difference

...Eric Durak

continued from page 12

(About the Author: Eric P. Durak, MSC is Director of Medical Health and Fitness - a research and consulting firm in Santa Barbara. He is the author of *Cancer, Exercise, Wellness and Rehab*, self-published in the spring of 1996.)

WRC WELLNESS SERVICES

- Post NedCare Syoervised • Walkaerobics
- Biometrics/Exercise Rehabilitation
- Fitness for Adults • Weight Management
- Pre and Post Partum Fitness • Water Exercise
- Fit Forever Youth
- Therapy Fitness
- Cardiac Rehab Maintenance • Tobacco Cessation
- Stress Management Classes
- Low Back Prevention
- Weight Management & Safety & Nutrition for Adolescents

Patient's Name: _____
 Patient's Phone: _____
 Patient's Address: _____
 Diagnosis: _____
 Precautions: _____
 Comments: _____
 Physician's Name: _____
 Physician's Phone: _____
 Physician's Address: _____
 Physician's Signature: _____
 Date: _____

WELLNESS HOTLINE - 784-2273

Cory Everson's Aerobics and Fitness For Women



- Fastest growing women's health club licensing program in the nation
- Affiliated with world acclaimed fitness expert.
- Exposure to over 60 million people daily through Cory's ESPN2 fitness show, "Gotta Sweat".
- Free national and international recognition and marketing support.
- Excellent investment opportunity to current and potential club owners.
- Over 200 clubs projects worldwide.

For Additional Information Contact:
Christine Morgenstern Director of Licensing
Cory Everson Licensing
Corporate Center
233 12th Street Suite 800
Columbus, GA 31901
(706) 321-0999 • FAX (706) 321-9978



**Now you can find a new Fitness Director,
 Get Financing, Wish Someone Happy Birthday or Happy Anniversary, Sell Your Old fitness
 equipment, Hire a Sales Manager, Get rid of Unsold Inventory, Send an Interesting Message,
 Sell a Product or Sell Your Health Club!**

For only \$19 per month!
(Based on a 2 month classified ad placement for \$38)

Dear Club Operator: The CLUB INSIDER classified page will be read by 25,000 club operators and their staff every month. For only \$19 per month (min of two months) you deliver your message to the pros of the fitness world. Up to 20 words for only \$19 per month.

Your Name: _____

Club/Facility Name: _____

Address: _____

City, State, Zip: _____

Ad Copy (20 words or less-please print clearly):

Complete and send the form below with your check for a minimum of \$38 for two months. Deadline is the 5th day of each month.

Mail this completed form and check payable to The CLUB INSIDER News, P.O. Box 671443, Marietta, Ga. 30067.

...IHRSA

continued from page 27

Medicine at the University of North Carolina. "Women outlive men by 5-7 years but have a higher degree of disability. Physical activity may compress morbidity by preventing the onset of chronic disease and disability in older women."

These recent studies support the findings of reports published last year. A study released in the *International Journal of Obesity* (1995, Barlow et al) reported that moderate and high levels of physical fitness are associated with lower risk of mortality in overweight and normal weight men when compared to their low fit counterparts. It also appears that even if physical fitness does not make a person lean, it may still have important health benefits, even for those who remain overweight. The *Journal of the American Medical Association* released a report (April, 1995, Blair et al) finding that the unfit men in the study who became fit had a 44% lower mortality rate when compared to similar unfit men who did not improve their physical fitness.

"We continue to learn about the extensive effects of physical activity on health and function," comments Steven Blair, P.E.D., Director of Epidemiology and clinical applications and Director of Research at the Cooper Institute for Aerobics Research. "Leading a fit

and active way of life extends longevity and helps avoid disability."

VIGOROUS EXERCISE PROVES BENEFICIAL FOR WOMEN- Boston, Ma. - A study in the May 16 edition of the *New England Journal of Medicine* states that additional health benefits accrue to women when their current physical activity levels exceed the current minimum guidelines set forth by the Centers for Disease Control and Prevention (CDC).

This study (Williams, Ph.D., Paul, T.) involved 1837 active females and found that the women had higher HDL cholesterol concentrations with each 16-km increase in weekly running distance at or above 64 km (40 miles) per week. HDL, high-density lipoproteins, are commonly referred to as the "good cholesterol." Higher levels of HDL are associated with a lower risk of heart attacks, acting as a protectant against heart disease. In addition to the higher HDL levels, running over 40 miles per week was also associated with significantly lower body-mass-index values and lower waist and hip circumferences than those running shorter distances. Along with an increased HDL level, women received other benefits that reduced cardiovascular risks, such as lower systolic and diastolic blood pressure.

The CDC states that the majority of health benefits of

physical activity can be achieved by briskly walking 2 miles most days of the week. These guidelines were aimed at the 24 percent of adult Americans who are completely sedentary and the 54 percent whose physical activity levels are inadequate. This study does not disregard the CDC guidelines as being effective, but states that women do receive additional benefits when their activity level is increased significantly above those recommendations. Few of the studies cited by the CDC involved very active women.

"For women that can incorporate higher levels of physical activity into their daily lives, there is a substantial reduction in cardiovascular risk, including lower adiposity (obesity) and lower blood pressure levels," comments William Haskell, Ph.D., of Stanford University and a member of the Medical/Scientific Advisory Council for the IHRSA Institute on Exercise and Health. "This level of activity can also help to prevent adult onset diabetes, which is prevalent in older women."

In a related article in the same issue of *NEJM*, JoAnn E. Manson, M.D., of the Harvard Medical School and School of Public Health says that vigorous activity in women should be undertaken carefully as there are increased risks associated with it, such as amenorrhea, reproductive disorders or repeated musculoskeletal injuries. She states that at

some point the risks outweigh the health benefits of increased physical activity. Manson concurs with Williams et al, however that additional health benefits may accrue with more frequent, longer and vigorous physical activity and notes that she would not dissuade those who wish to exercise more.

Proper training is essential to individuals who are undertaking a program of vigorous physical activity, notes E. Lee Rice, D.O., of the San Diego Sports Medicine and Family Health Center, and a member of

the IIEH Medical/Scientific Advisory Council. "Such training will help them avoid overuse injuries such as soft tissue damage, degenerative joint changes, and stress fractures," Dr. Rice says.

"Although it is clear that vigorous activity produces significant health benefits, it's important to realize that it is not necessarily appropriate for all individuals," Dr. Rice continues. "Women should strive for a balance and moderation in their exercise regimen, partaking in a well-rounded program that will give them health benefits without the potential problems of overuse."

To Subscribe To The CLUB INSIDER News!

Send \$49

To: The CLUB INSIDER News
P. O. Box 671443 • Marietta, GA 30067

ACHIEVE OLYMPIC LEVEL PERFORMANCE IN BUSINESS & PERSONAL ADVANCEMENTS

Featuring:

Gerry Faust
Tony Alessandra
Rick Barrera
Les Brown
Jim Cathcart
Shep Hyken
Warren Greshes
Bill Bachrach
Jim Tunney
Bill Brooks
Don Hutson
Jim Clack
George Walther
Francis X. Maguire
Jeff Davidson
James E. Melton
Dennis Fox
Bonnie St. John Deane
Dennis E. Mannerling
Dennis & Niki McCuiston

This book represents the thoughts of twenty of the nation's leading champions in the search for success. Take advantage of their insights and guidance to create your own Olympic experience and to discover

"The Winning Spirit"

Published in association with
the United States Olympic
Committee

Order now from:

Faust Management Corporation
San Diego, California
(619) 536-7970 Phone
(619) 536-7976 Fax
faustmgmt@aol.com

Mention
Club Insider
and receive
\$2.00 off!

\$16.95 each plus shipping and handling

MANAGEMENT TRAINING

FOR CLUB OWNERS • MANAGERS & DEPARTMENT HEADS

A 4-DAY INTENSIVE CERTIFIED TRAINING PROGRAM DESIGNED TO DEVELOP THE SOPHISTICATED SKILLS NECESSARY TO SUCCESSFULLY MANAGE YOUR CLUB IN TODAY'S HIGHLY COMPETITIVE AND VOLATILE MARKET PLACE.

CURRICULUM HIGHLIGHTS:

- The copyrighted CMS ClubTrac System including: M-Trac for managers, TelTrac for sales people, FitTrac for fitness trainers and BizTrac for business planning — A Turnkey Management Program.
- The CORE Quantitative Analysis System.
- Real life Sales Training & Sales Management.
- Retention and Service Systems.
- Zero based Budgeting.
- Yearly Marketing Planning
- Leadership Skills and much more...

— MARK YOUR CALENDARS —

CMS Advanced Management Training Level I
☐ JULY 14-17

CMS Advanced Management Training Level II
☐ NOVEMBER 10-13

☐ AUGUST 11-14

\$495⁰⁰ per person

— COMPLETE SATISFACTION GUARANTEED —

FOR YOUR REGISTRATION PACKAGE
or for more information:

CMS—Club College

335 N. Last Chance Gulch
Helena, Montana 59601

406-449-5559

or fax 406-449-0110



FACULTY:

- Mike Chaet, Ph.D. - Lead facilitator known as the industry's top management trainer
- Plus other guest faculty such as Mark Davis • Charley Swayne, Dick Mitchell and others.

CLASSIFIEDS PAGE

AVAILABLE IN ATLANTA

Less than one mile to Olympic Stadium/soon to be new baseball stadium on Capitol Ave. - 30,000 sq. ft. warehouse bldg., 25,000 paved lot.
Will negotiate. Encore Properties.
(770) 434-6789 or (404) 680-3515.

CALIFORNIA CLUB FOR SALE

Snowbound? Flooded? Tornadoed? Drought?
Relocate now to San Diego County, California!
Profitable, Multipurpose Athletic Club - 100,000 Sq.Ft. under roof. Tennis, Pool, Racquetball, Basketball, Cardio Theater, Four workout areas, Aerobics, Cafe, Hair Salon, Massage Therapist, Childcare. **2,500 + Members**
Call (619) 736-0842 or
Write P.O. Box 180296, Coronado, Ca. 92178-0196

MANAGING PARTNER WANTED

MANAGING PARTNER for
The Club For Women Only
in Raleigh, N.C. wanted.

Minimum of 3 consecutive years of sales management required.

\$40-\$60 K annual income.

Fax resume to: Gene Cole, (910) 577-1966.

GYM/FITNESS CENTER FOR SALE

DAYTONA BEACH, FLORIDA

- Established 17 years
- 400 + Members
- Low Overhead
- Excellent Location
- Great opportunity

Call (904) 756-7915

WHO says it takes money to make money?

It takes good credit....

Our club is FOR SALE - \$250,000

Net worth is over \$400,000.

Live your dream, we are willing to carry notes.

Located in Massachusetts.

Serious inquiries - (508) 562-2143

WANTED

District Manager for Ladies Fitness Centers Oklahoma City

Jerry - 405-686-0051

PLUS - we are interested in purchasing or partnership in troubled fitness centers.

SALES DIRECTOR

Boulder's Pulse Fitness Centers seeks
Membership Sales Director. Proven record in Sales,
Marketing and Management a must.
Salary, incentive, bonuses, profit sharing and benefits.
Resume only to: K. D. Woodard, Pulse Fitness Centers,
2950 Baseline Road, Boulder, Colorado, 80303.

ARE YOU INTERESTED IN RAPID CAREER GROWTH?

If so, AMERICAN CLUB SYSTEMS wants you!

We are the fastest growing consulting company in the world!

Currently, we are seeking candidates to fill Assistant Management/Sales Management positions. We provide the training and a fast track to Club Management. You provide a positive attitude.

Earn \$30,000 to \$ 60,000 annually. Please send resume to:

American Club Systems, 233 12th Street, Suite 805
Columbus, Georgia 31901, Attn: Human Resources

MANAGEMENT POSITIONS AVAILABLE

with world's largest gym chain.
Health club, experience required.

Send resume to:

Gold's Gym, 4805 Lawrenceville Hwy.,
Lilburn, Ga. 30247

CARDIO THEATER FOR SALE

Amplifier + 16 upper and lower boxes.
2 years old-excellent condition.

\$3,000 or B/O

Call Keith or Alan (716) 586-7777.

GLASS RACQUETBALL WALLS FOR SALE

Used, But In Good Condition, Negotiable

Contact: Bill Day

914/428-4120

Classified Ads

\$100 Up To 50 Words

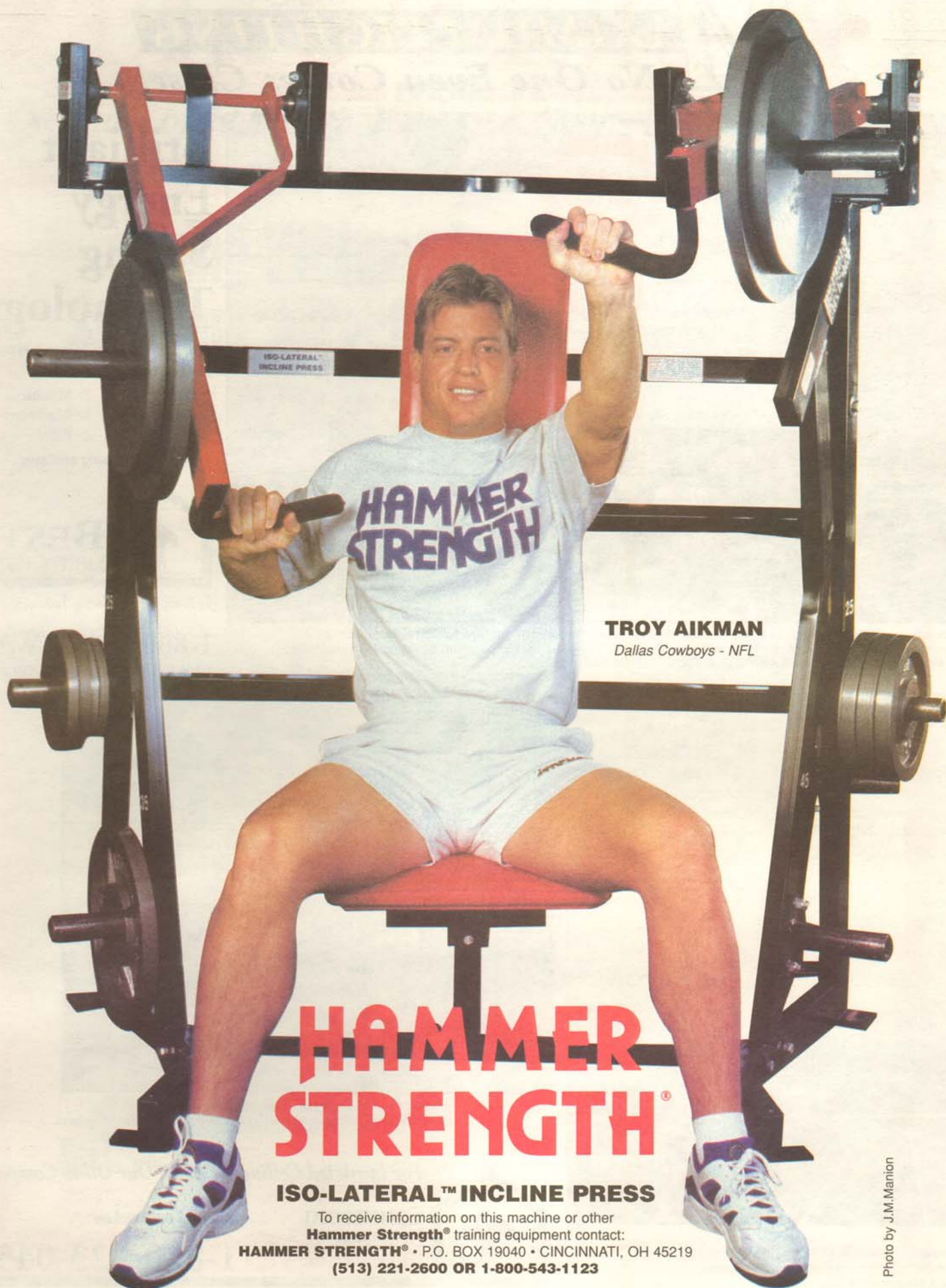
Delivered to 25,000 locations

Send Ad Copy And \$100 Check To:

The CLUB INSIDER News

P. O. Box 671443

Marietta, GA 30067



TROY AIKMAN
Dallas Cowboys - NFL

**HAMMER
STRENGTH®**

ISO-LATERAL™ INCLINE PRESS

To receive information on this machine or other
Hammer Strength® training equipment contact:
HAMMER STRENGTH® • P.O. BOX 19040 • CINCINNATI, OH 45219
(513) 221-2600 OR 1-800-543-1123

Photo by J.M. Manion

M *Lower Energy Cost* **AXIMUM LIGHTING** *No One Even Comes Close!*

Pendent



"We knew this would be a world class facility. The lighting levels have surpassed all our expectations and calculations. We now exceed USTA tournament standards, with only 14 - 1,000 Watt BEST Lights™ per court, averaging 160 footcandles. - Steve Krum, President, Greenwood Athletic Club, Englewood, Colorado.

Call for a free brochure . . . 1-800-545-2928 • Fax: 810-589-0134

Brilliant **Energy** **Saving** **Technology**

400 & 1000 Watt Indirect Fixtures
Easily Installed

- ▷ Gyms
- ▷ Indoor Tennis
- ▷ Air Structures
- ▷ Manufacturing
- ▷ Warehouse
- ▷ Retail

Financing & Leasing available.



Brilliant Energy Saving Technology™

1-800-KIL-A-WAT

Air Structure



"The reason we chose BEST Lights™? Because it is the latest in technology." - Todd Pulis, President, The Thoreau Club of Concord, Concord, Massachusetts

Unistrut



"We doubled our light levels with 4,000 Watts less per court." - Will Cleveland, Gen. Manager, Wildwood Racquet Club, Ft. Wayne, Indiana.

For Insulated Ceilings . . . Call Our Other Company



**COMMERCIAL
BUILDING &
RETROFIT, INC.**

Call for a free brochure . . .

1-800-423-0453