

Norm Cates'

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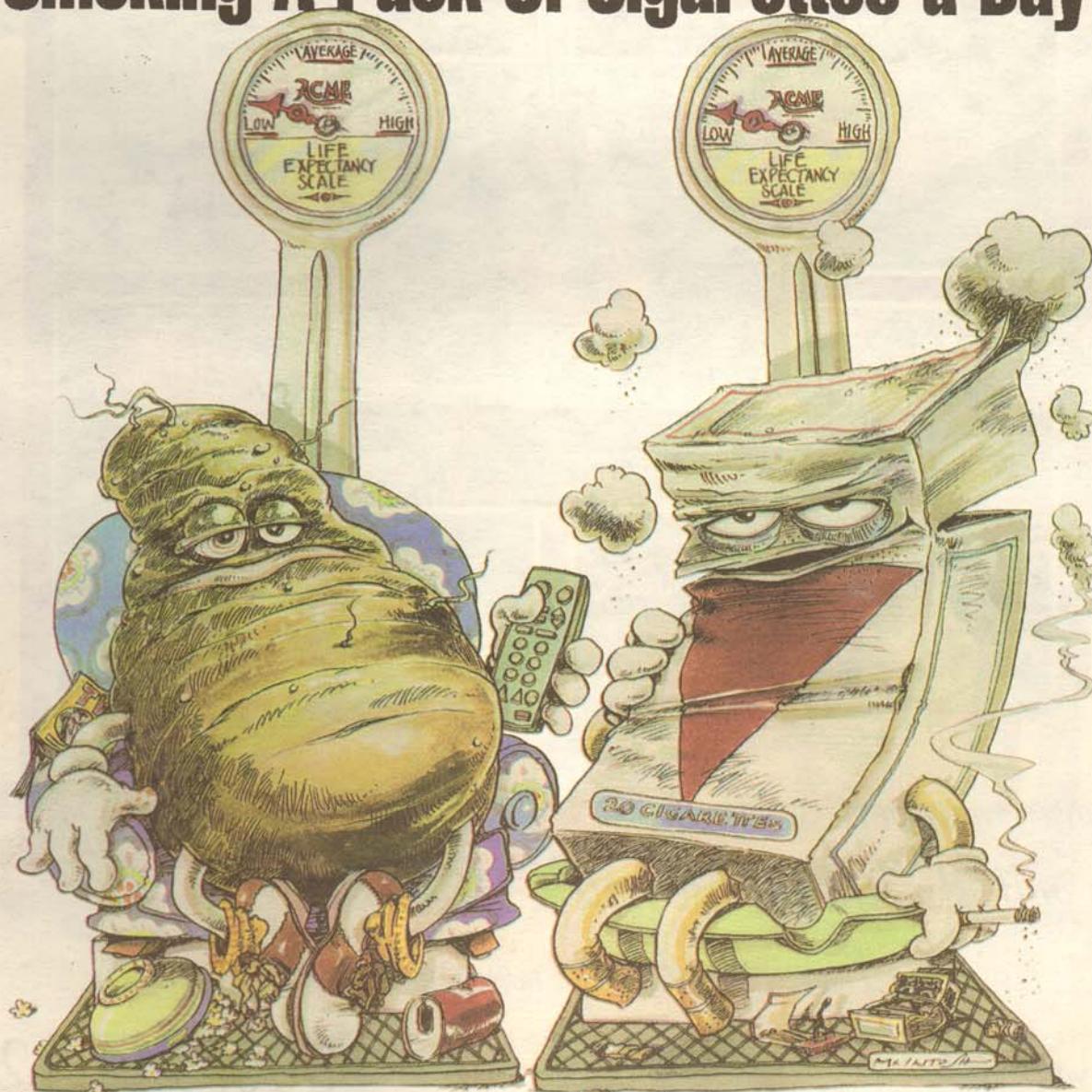
# THE Club Insider<sup>®</sup>

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



IRSA

International  
Health, Racquet &  
Sportsclub Association

*LifeFitness*

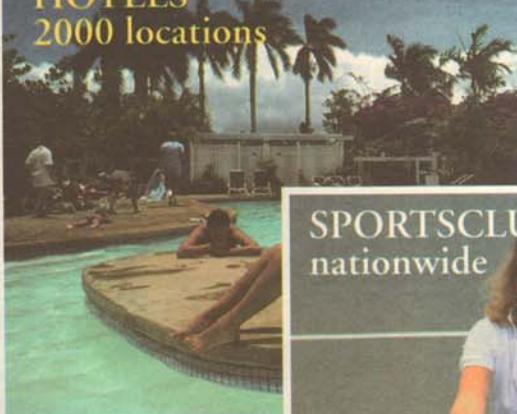


WARNING: The Surgeon General has determined that lack of physical activity is detrimental to your health.

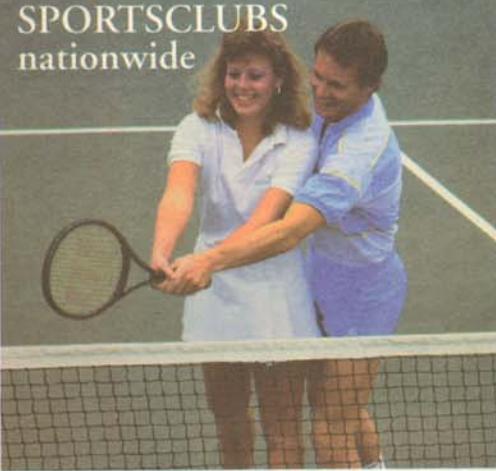
DOES YOUR CLUB OFFER . . .

# Preferred Access

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2000 locations



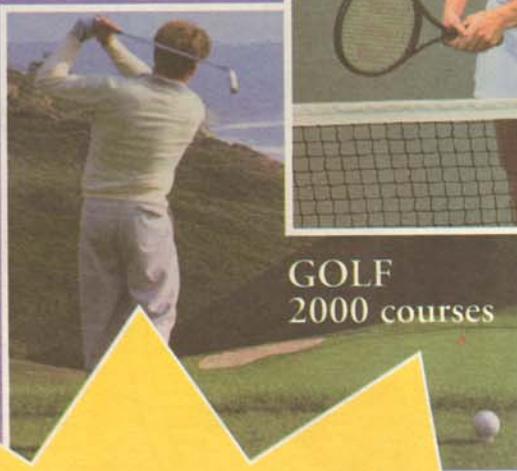
SPORTSCLUBS  
nationwide



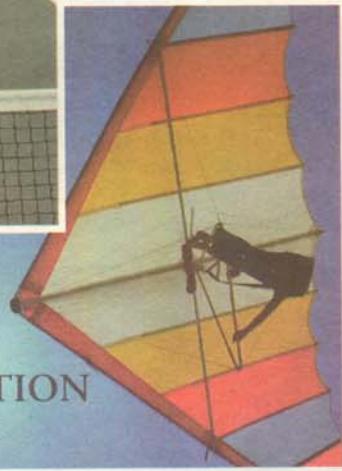
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NEWS

*The Pulse of the Health, Racquet & Sports Club Business*

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

By Norm Cates, Jr.

**W**ashington, 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**

**T**his 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**

**T**he 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 stationary 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 equipment" (See Surgeon General page 4)

### •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.**

# THE INSIDER SPEAKS

## • EDITORIALS • "INSIDER MAIL" • COMMENTS •

# Now Is The Time To Join IHRSA!

By Norm Cates, Jr.

**L**ook 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, Guerrilla (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 expan-

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

**I**HRSA 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!**

**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!!**  
**SEIZE THE MO-**  
**TAKE ACTION NOW!**

## ...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 Perlmuter, 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-**

# •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 **SEHRS** ( 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 newscaster."** 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, Feldenkrais, 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)

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

**...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

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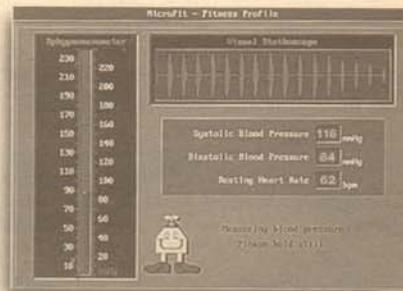
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# WHAT IS SELLING?

By Ben Midgley

**S**elling 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 council 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!

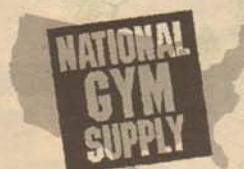


**Ben Midgley**

(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.)

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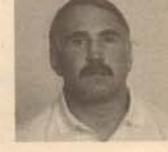
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# LIFELONG FITNESS

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.)*

**I**t'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 encounter.

**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)



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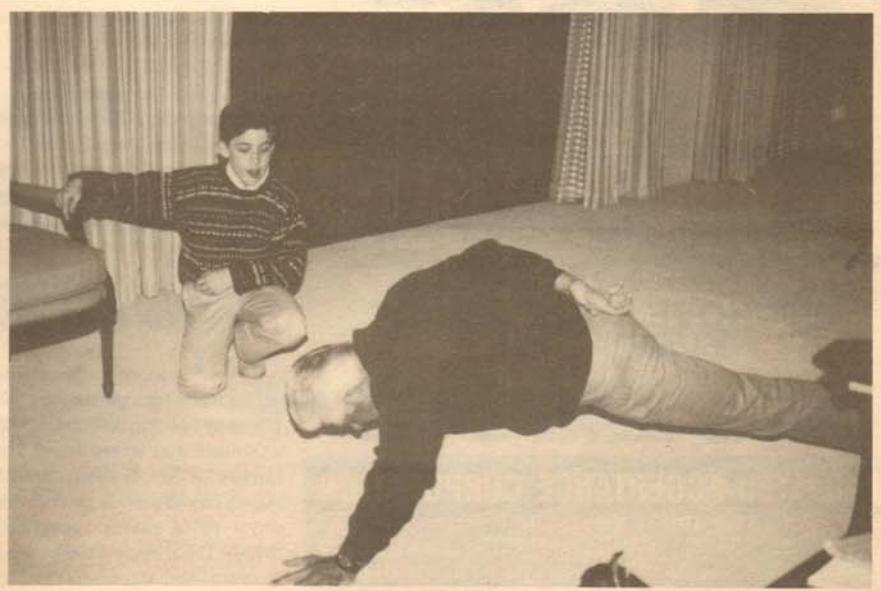
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*Bob DelMonteque, Age 75, demonstrating one-handed push-ups for Justin Cates*

# CANCER WELLNESS PROGRAMMING IN THE HEALTH CLUB

By Eric Durak

## INTRODUCTION

**C**ancer 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.

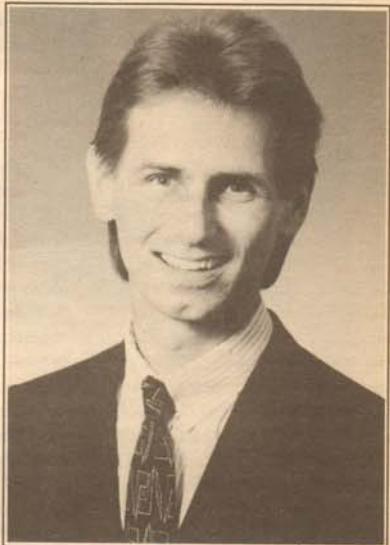
Marketing the program is a joint effort between the oncologists and staff. Funding for the program can be accomplished through revenue from the following sources:

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."*

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(See Eric Durak page 28)

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# 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 repre-

sent 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.

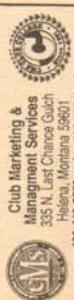
have a representative from whom you have purchased premiums. If you don't, look in your local yellow pages under "Marketing Specialties" or "Specialty Advertising." Tell them what you want to accomplish and how much you wish to spend. He or she should present you with a book entitled MEDIA FILE. It is 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.

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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

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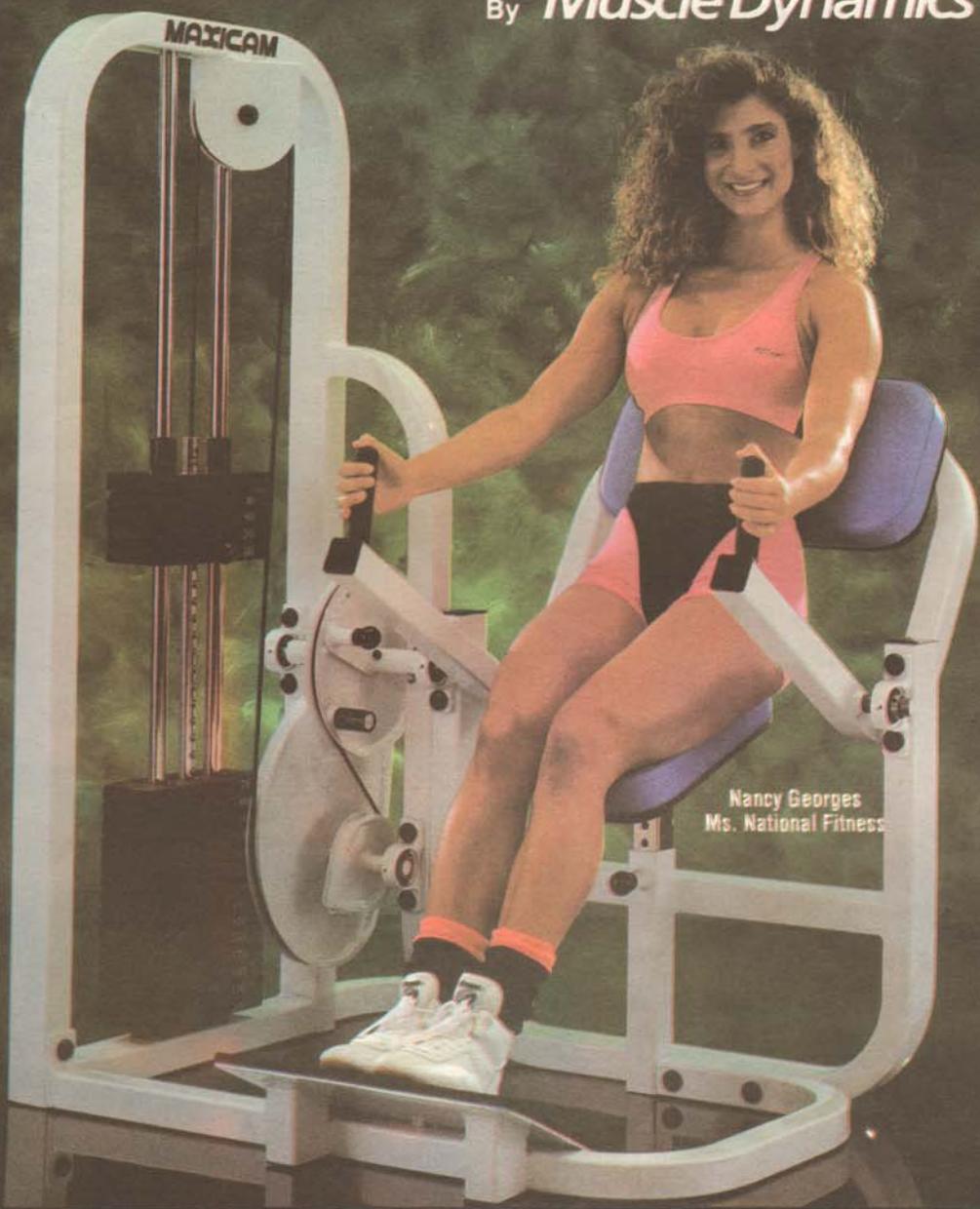
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# ...DelMonteque

continued from page 11

spurts 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, overtraining 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.)*

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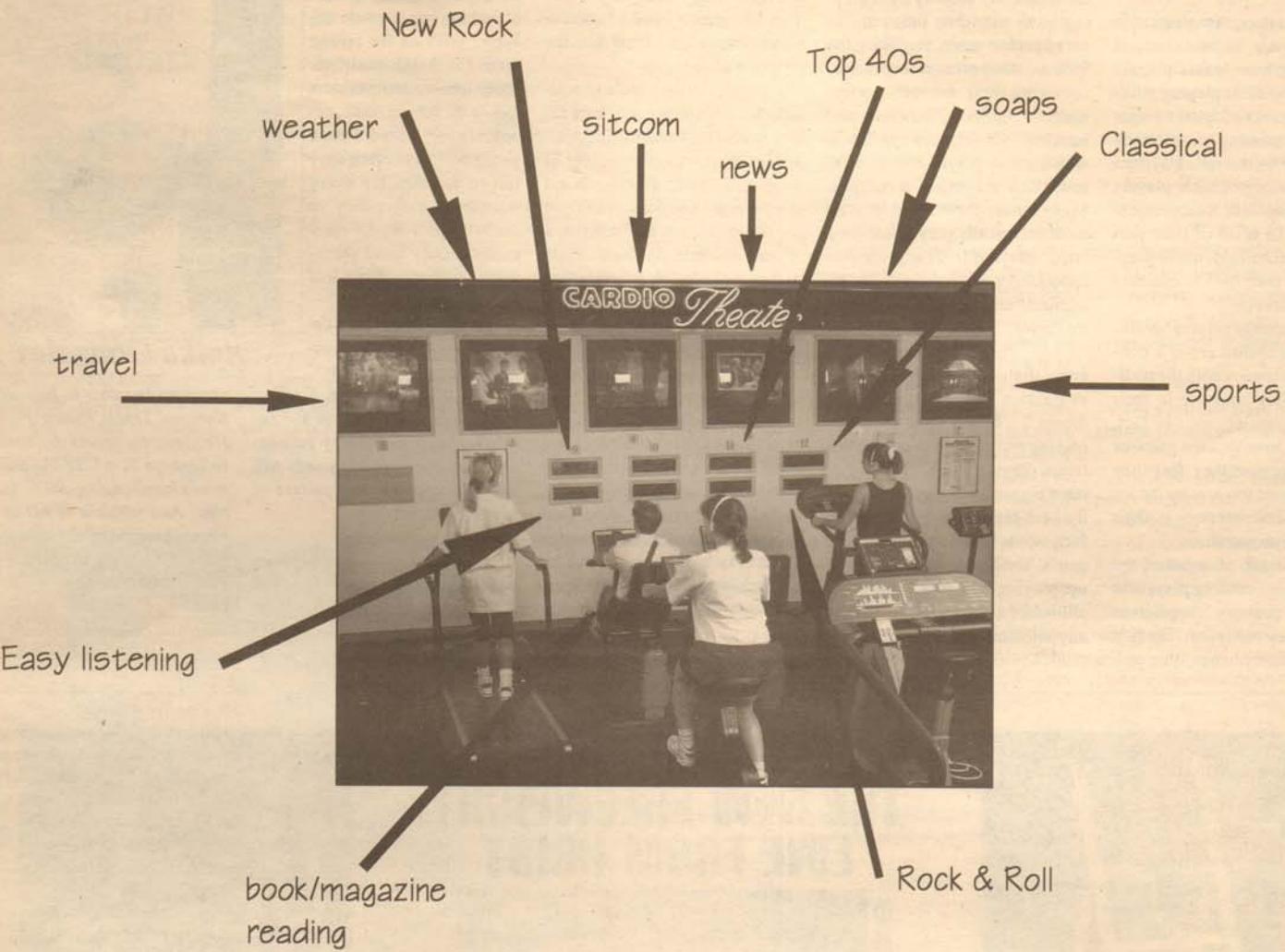
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# A CULTURE OF MISPERCEPTIONS

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-



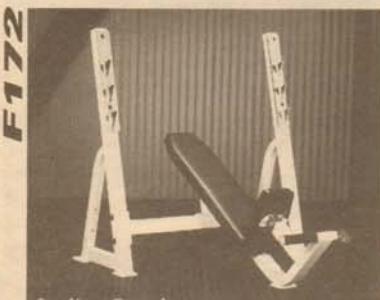
**Spike Gonzales**

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.)



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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

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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.

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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, you're 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 climb 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 its movement.

The best part is the belt does most of the work for you, you just hold onto the handle and guide its 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 treadmill's 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.

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*Sincerely*

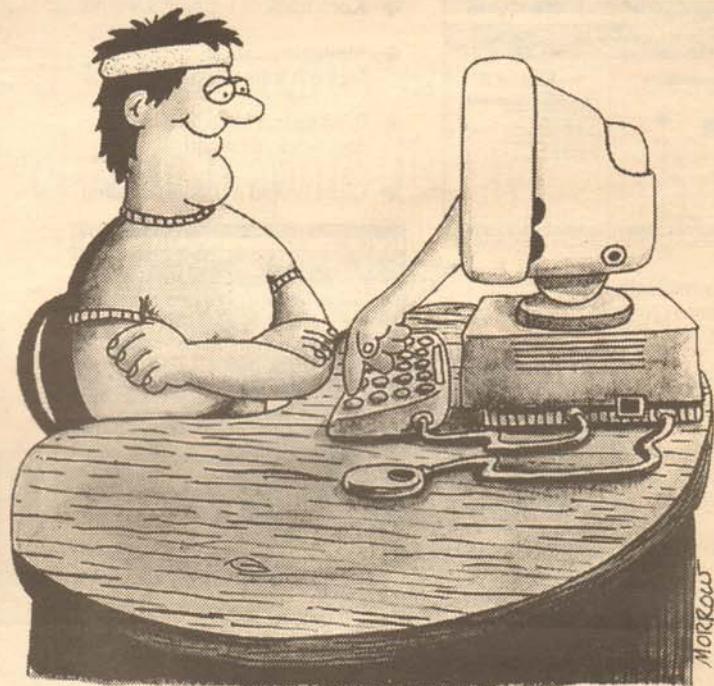
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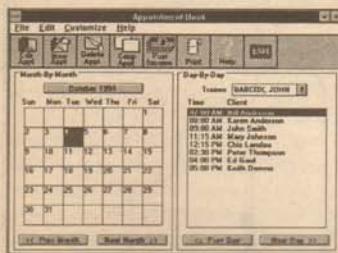
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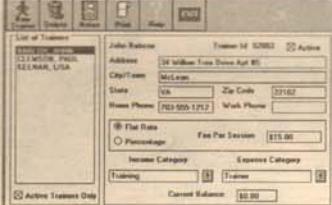
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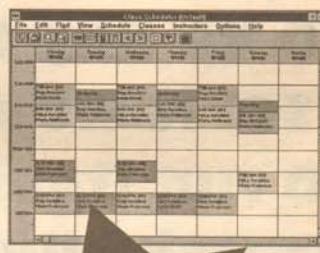
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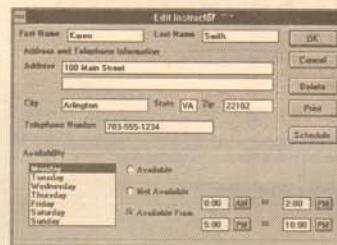
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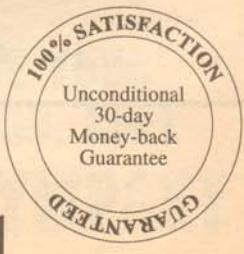
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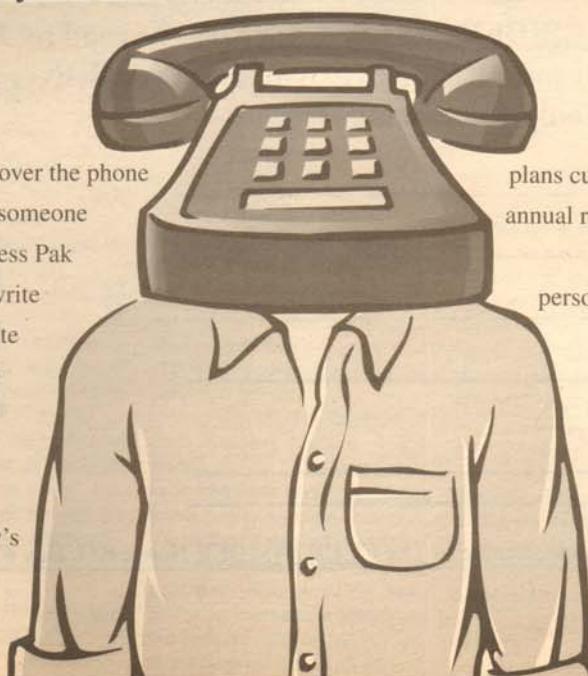
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**...Eric Durak**

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(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.)

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**...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."

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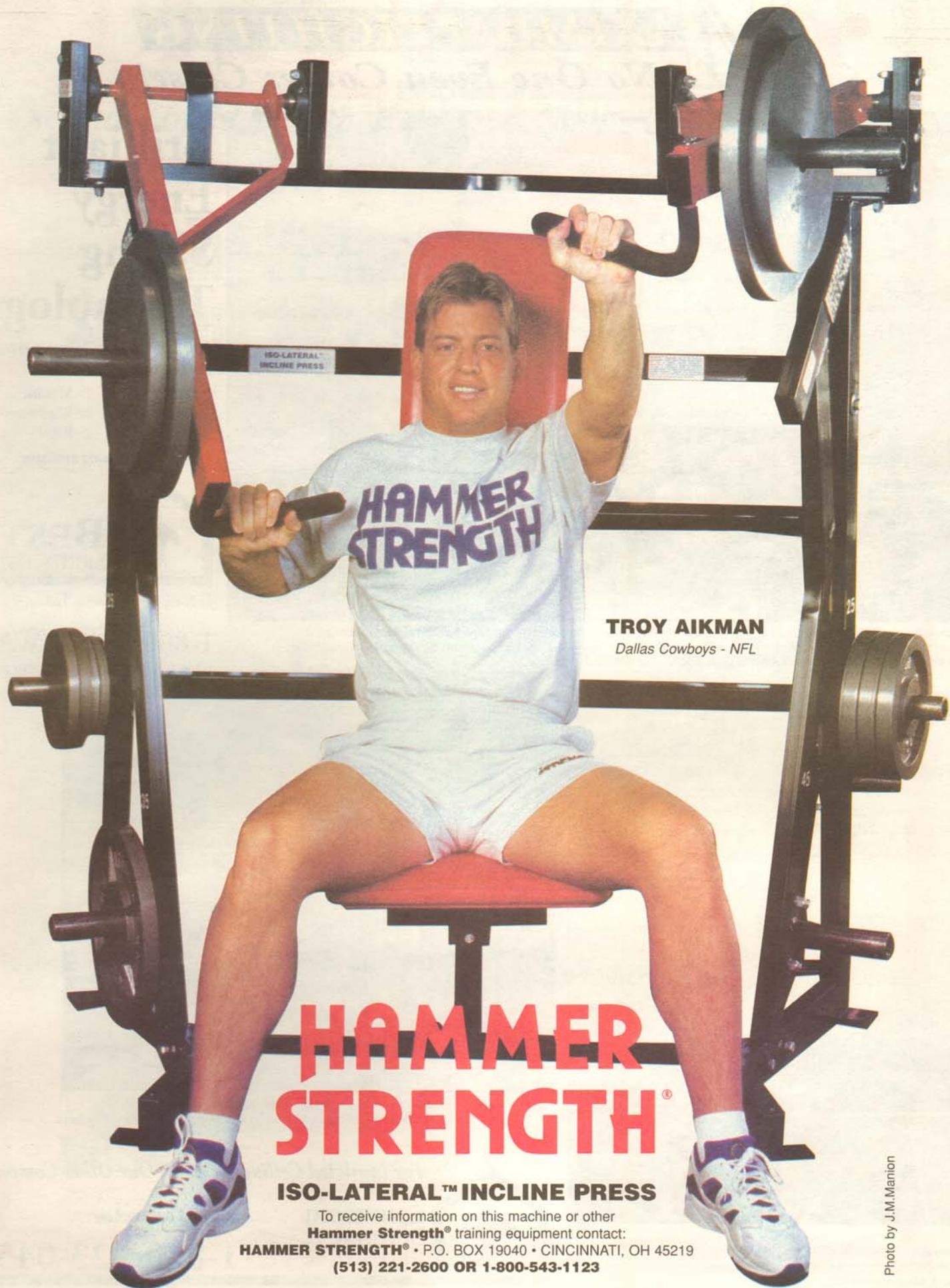
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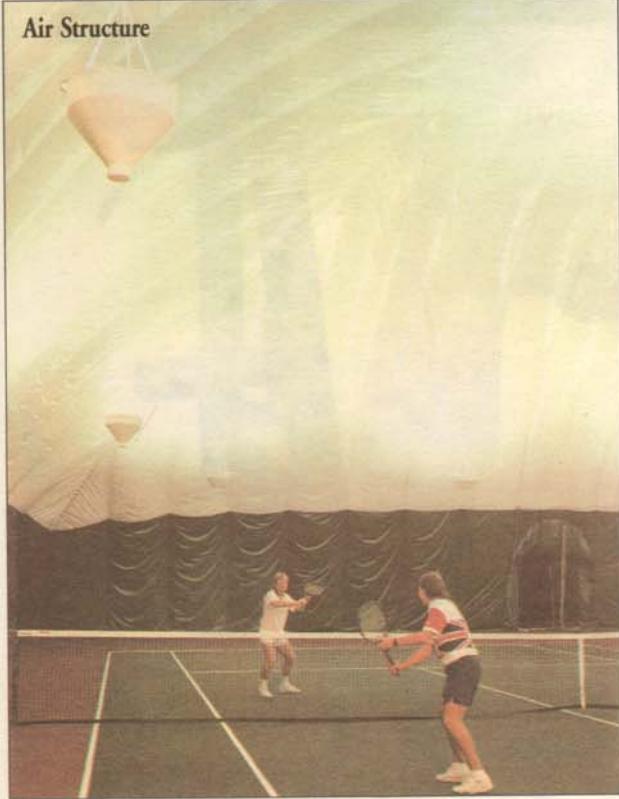
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