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Norm Cates'

THE Club Insider

NEWS

The "Pulse" of the Health, Racquet and Sports Club Business



*A message of industry wide importance from SCIFIT, The Scientific Solutions Company
President and Team Coach Denton Smith*

SCIFIT Celebrates 20 Years

Fit-Quik® Pods and Fit-Key™ Offer

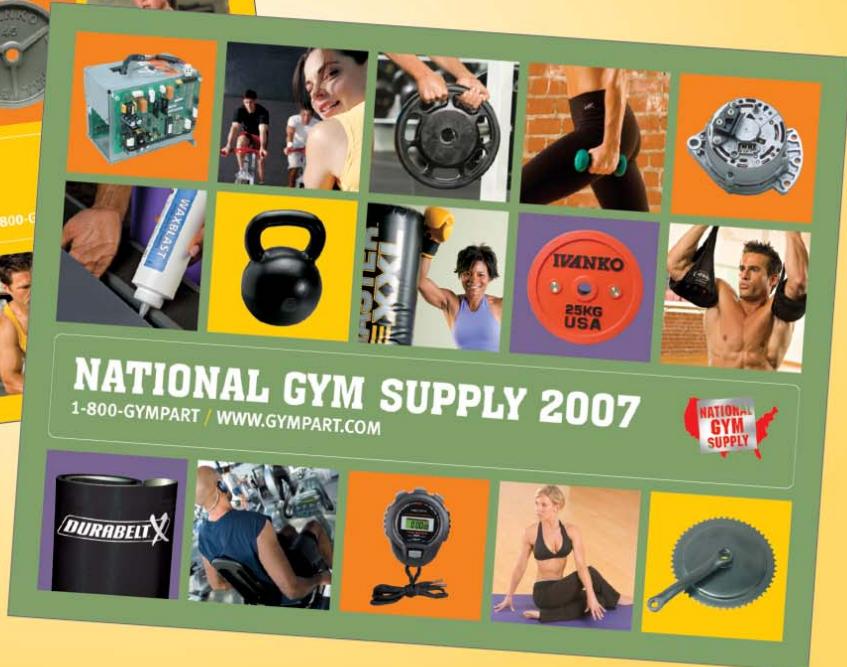
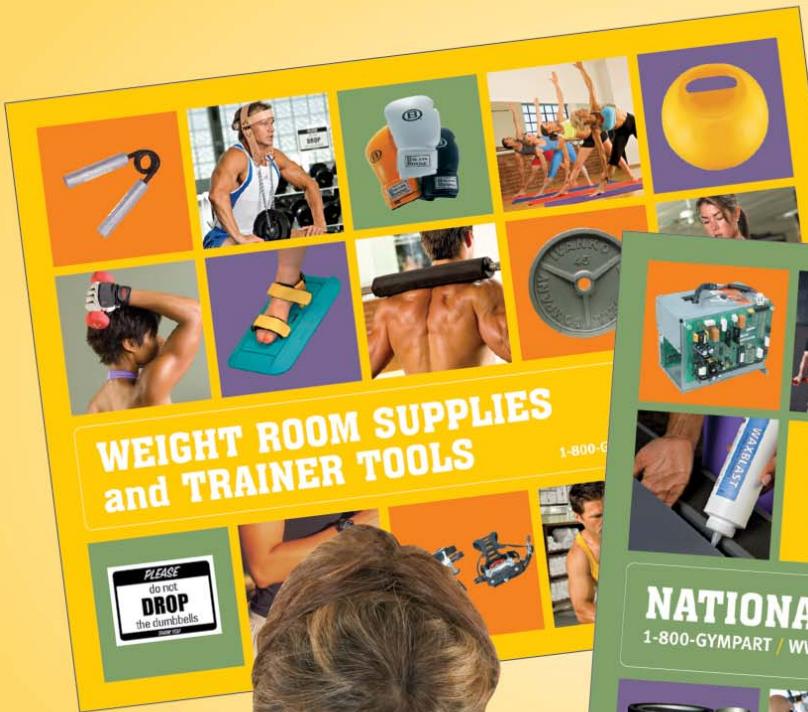
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Norm Cates' THE Club Insider NEWS

The "Pulse" of the Health, Racquet and Sports Club Business

SCIFIT Celebrates 20 Years

Fit-Quik® Pods and Fit-Key™ Offer Viable Solutions to New Members and Membership Retention

A message of industry wide importance from SCIFIT, The Scientific Solutions Company President and Team Coach Denton Smith

By Norm Cates, Jr.

Denton Smith, the terrific man I call: "Coach," said the following very prophetic words to me: "When I left aca-

demia and went into business on my own, about five years had passed before I realized my strength in business was really being a coach. I realized then that building a busi-

ness was all about coaching. Quite frankly, if you're going to be in a successful leadership role, everything in life is about coaching."

"Amen," Coach. I want all of my CLUB INSIDER News readers to know here in the beginning that I call Denton Smith "Coach" for a couple of reasons. I call him "Coach" in honor of his many years of experience and service as a college teacher and

wrestling coach and his many years as a teacher and coach in business.

"Coach" really hit the nail on the head with his wisdom-filled comments in the first paragraph and throughout his great interview. Coach's comments are worth the price of admission. Read on and you will find many more nuggets of wisdom and experience from Coach Denton Smith.

Coach has been quoted as saying "We used to design programs for our equipment. Now, we design equipment for our programs."

The following comments clearly illustrate why his statement, "Now, we design equipment for our programs" is very important to everybody in the fitness/health club industry:

(See SCIFIT page 12)



Scientific Solutions For Fitness™

By Norm Cates, Jr.

Bally Total Fitness filed for Chapter 11 Bankruptcy on July 31, 2007 at the U.S. District Court for the Southern District of New York in New York City. Reprinted here from press releases is-

sued by Bally Total Fitness are excerpts from the company's required Securities Exchange Commission" (SEC) Filing Form 8-K.

This prepackaged bankruptcy should provide Bally Total Fitness with the ability to continue business

nationwide and to continue its long-running efforts to improve the Bally operations while at the same time, eliminating some of their clubs that are troubled and underperforming.

However, the Chapter 11 plan that was filed has

no provisions for the stockholders and those stockholders will receive nothing for their investments. One of those investors, Manuel Perlman, and a large group of stockholders, had filed a proposed modification to the company's prepackaged plan

that would have included provisions for some of the Bally Total Fitness stockholders. The proposal, covered in the July, 2007 The CLUB INSIDER News, essentially sought five changes to the company bankruptcy plan. But, it did

(See Bally page 26)

Bally Total Fitness Files for Chapter 11 Bankruptcy

CheckFree to be Acquired by Fiserv

BROOKFIELD, Wis. & NORCROSS, Ga.-- Fiserv, Inc. (NASDAQ: FISV), a leading provider of technology solutions, and CheckFree Corporation, (NASDAQ: CKFR), a leading provider of financial e-commerce services and products, announced

on August 2, 2007 that they have entered into a definitive agreement whereby Fiserv will acquire CheckFree in an all-cash transaction valued at approximately \$4.4 billion. Under terms of the agreement, CheckFree shareholders will receive \$48.00 in

cash for each share of common stock.

CheckFree, a leader in online banking, electronic payments, and infrastructure and services, and Fiserv, a leader in information management services to the financial and insurance in-

dustries, have complementary technology, services and business models. Fiserv anticipates the combined organization will deliver a wider range of product and service offerings for customers, as well as provide opportunities for improved growth and enhanced efficiency, including the ability to bring new solutions to market faster.

CheckFree has leading positions in electronic billing and payment, online banking, investment management technology solutions, ACH

(See CheckFree page 26)

• Inside The Insider •

Late breaking news! Harbinger Capital Partners propose to invest \$233.6 million for 100% equity in reorganized Bally T.F!!

- **Ray Wilson is back!**
- **Rudy Fabiano's Gold's Gym Clients Honored.**
- **Creating a Prospecting Mindset.**
- **Thinking is Thin-King.**
- **Tim and Liz Rhode Grow Business.**
- **David Brodmann Wins Scholarship!**
- **Sandy Coffman's book hits market.**

- The **Real Greenmaple Wellness, Inc.'s fights against plagiarism.**
- **Class Action Lawsuit Hits Courtsouth.**
- **Donna Kretch Should Be a TV STAR!**
- **Alan Schwartz to be honored!**
- **Ironmom Training for Ironman To Benefit ALS Fight!**
- **Mike Grondahl hires Ben Midgley as President of Planet Fitness & World Gym.**

Norm's NOTES

Thank You

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- **Hello everybody!**

This is your friendly **CLUB INSIDER News Publisher Since 1993** checking in! Stand by for news!

- **15 Years and Counting!**

It seems like yesterday that I launched **The CLUB INSIDER News** in Chicago at the **Club Industry Show** in **November, 1993**. So, in **Las Vegas**, at the **3rd Annual IHRSA Club Business Entrepreneur/NFTJ Conference and Trade Show**, (see ad on page #30)

September 4-7th, in Chicago at Club Industry, (see ad on page #34) **October 10-13th and next March 5-8th, at the 27th Annual IHRSA International Convention and Trade Show in San Diego**,

I will be celebrating **15 years of survival in the publishing industry**, where the odds for any new publication are very slim. Do you want to know how I did it? **First, I couldn't have done it without YOU!** Second, **I focused like a "laser beam" on my CLUB INSIDER News production goal nearly everyday for all these years!** On page #10, I call it the •(dot) And, yes every month for nearly 15 years now, I've been obsessed with producing excellent editions of The CLUB INSIDER News for **YOU**. So, **STAY TUNED!**

During the next few months I am going to go back and recall all the FUN over the past 15 years! And, above all I hope you will come and be part of the Las Vegas, Chicago and San Diego convention and trade show events. You should make convention/trade show attendance a **mandatory part of your business work and a line item expense in your club budget**. Remember this: "He who operates in a vacuum without reaching out will not lead the pack." You can quote me on that and you read it here first. And, you can read here that as far as I know, **RICK CARO, JOHN McCARTHY, CHUCK LEVE and yours truly**, are the only four people in the world who've attended **all 26 IHRSA Annual Conventions** and all four of us plan to be at that **27th Annual IHRSA** event in March, 2008

in beautiful, sunny San Diego, California. San Diego is clearly, far and away, the best convention city the IHRSA Annual event has ever been to. So, please make your plans **NOW** to be there March 5-8th, 2008! And...**STAY TUNED** as we celebrate our **15th Anniversary!**

- **Mr. Ray Wilson**

will be 80 years old in February, 2008. You've gotta see his photo in this issue! He looks 45. He works out two hours everyday. What a testimony to regular exercise he is! But, he is obsessed with fitness center success and can't get enough of it. In this issue you will see my lead-in piece entitled: "I call it the . " (dot) and you will see a piece of fitness industry history in this issue where I've reprinted an amazing 1989 letter entitled: "Become Obsessed" that Wilson gave to all the employees of his 70 or so **Family Fitness Centers** in the Western U.S. He later gave this same letter to all employees of his subsequent companies. In that one letter he exposes his secrets to success and the formula that has helped him and many others be millionaires. Mr. Wilson estimates he's created 100 or more millionaires in his 50+ years in this fitness industry business. In this issue he'd announced that he is preparing to launch his 7th major fitness business development. And, he's seeking two partners to be the keys and very integral to his latest project. When you get there, don't pass by pages **10** and **11** where he has bought and paid for two advertorial pages. Essentially these are two full-page classified ads he's chosen to get his message across, screen out weak wannabees who won't qualify and save time eliminating those who are not willing to pay his price of being obsessed to achieve great success. Ultimately, he will whittle down all candidates who apply ... to only two people to become partners with him. But, you've got to be willing to relocate to San Diego, California. Aw, what a shame! Faint of heart and lazy people need not ap-

ply. Were I a betting man, I would bet the Vegas odds on the two folks he chooses, that they will someday become millionaires under his tutelage, would be at least 8 to 5, if not better. Anybody interested? It's all on pages **10 and 11**.

• **Congratulations to ALAN SCHWARTZ, Chairman of the Board**, of Chicago-based **TCA Holdings**, as he will be honored at the **Club Industry Show** with the **Fitness Business Pro's Magazine's Lifetime Achievement Award!**

Alan Schwartz is an icon, a legend in the club industry. He's been a world class leader in tennis for over 50 years. His company owns and operates an amazing group of **Mid Town Athletic Clubs** and others, all big, top notch multi-sports clubs with a heavy emphasis on tennis. His clubs' special and very successful program" **"Tennis In No Time"** has taught literally hundreds of thousands of people how to play the great game over the past 20+ years. He served for years on the **Board of Directors** of the **United States Tennis Association (USTA)** and as its esteemed **Chairman of the Board** for two years. His son, **STEVEN SCHWARTZ**, is cut from the same cloth. A tremendous businessman, Steven has led **TCA Holdings**, formerly known as **Tennis Corporation of America**, well for many years. Steven also served on the IHRSA Board of Directors for 3 years and produced, in cooperation with IHRSA, the first industry book on club accounting. It is my honor to call both Alan and Steven Schwartz my friends and I congratulate Alan on his high upcoming honor by **Club Industry's** Fitness Business Pro Magazine.

• **Welcome back to PAT and SUE KELL of Susan K. Bailey Advertising** (see pg 22) and welcome to **MARIE TURCO-PARRELLA of FitRewards** (see pg 31) as both organizations have come on board with advertising in **The CLUB INSIDER**.

• **Congratulations to a great guy, BEN MIDGLEY** and his boss, another amaz-



Norm Cates, Jr.

ing fellow, **MIKE GRONDAHL**, the **Founder** and **CEO** of **Planet Fitness** and now owner of **World Gym International, Inc.** Grondahl has brought Ben onboard as the **President** of **Planet Fitness** and **World Gym**. Mike Grondahl continues to impress and yes, I think, scare the industry because of the competitiveness of Planet Fitness. Ben was **IHRSA's** first **Membership Sales Persons of the Year** back in, I think, 1994. He was a **CLUB INSIDER News** cover-story subject in '95. He spent 9 years out West with **24 Hour Fitness** and now he and his family have returned to their hometown in Maine. This is a terrific move for Ben and his family, especially the grandparents and for Mike Grondahl!

• **CheckFree** told you about the importance of **PCI Compliance** at **IHRSA San Francisco** in March. Now, major violations for improperly discarding of credit card and other financial records have hit the **industry 900 pound gorilla, Life Time Fitness**. As reported first by **BRIAN DAVIDSON, FBN Managing Editor**, on their newswire, Life Time Fitness' six clubs in the **Dallas/Fort Worth Metroplex** were cited for disposing of private financial information in the dumbsters of their clubs. According to Davidson's report, the investigators work resulted in **Texas Attorney General GREG ABBOTT** filing suit against Life Time Fitness and Life Time Fitness could

(See Norm's Notes page 6)

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THE Club Insider
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...Norm's Notes

continued from page 4

be facing huge fines. And now, I think it's time for me to get with the program for **The CLUB INSIDER News** with electronic email news blasts. To receive them when I start, send an email to me: clubinsidernews@mindspring.com

• Congratulations to my pal, the great guy I call **"Fabulous" RUDY FABIANO** of **Fabiano Designs International** because several of his clients were honored at the recent **2007 Gold's Gym International Convention**. Four were nominated for design awards, with one taking the top honors in the country. **Gold's Gym Islip, New York** was awarded with three awards: **Best Gym of the Year**, **Best U.S. Gym for the Northeast Region** and **Best U.S. Gym**. **Gold's Gym Boise** was awarded with the **Best U.S. Gym for the Western Region**. The **Gold's Gym** located in **Long Branch, NJ** and the **Gold's Gym** located in **Shakopee, MN**, also received nominations for the **Best U.S. Gym**. Fabiano designed clubs have been honored with awards each year for the past 15 years and have received over 46 nominations and awards for their designs.

• The apparently misguided and unethical effort in May, 2007 by **DAVID JENSEN** and

Jensen Media in Canada to swipe the business of the **real Greenmaple Wellness, Inc.** has been well-squashed by the **real Greenmaple Wellness, Inc.** However, to follow up on the continued alleged plagiarisms by Jensen Media, where they illegally continue to use articles they slightly modify for publication without permission in their knockoff magazine, potentially put ANY of those clubs that are still hooked up with them at risk of legal issues. Check out page #24 for this report and page #25 for the **real Greenmaple Wellness** ad.

NORMA JONES

, the wife of Canadian club industry veteran and owner of the **Alliance Fitness Centers**, **ALEX JONES**, recently confirmed for me that Alliance Fitness had sold four of their clubs. Three were sold to **LA Fitness** and one to a private investor. Additionally, Norma, the **Vice President and International Sales Manager of EasyZone Weight Loss Centers** confirmed they are not selling any new licenses for the program.

• Congratulations to **DAVID BRODMANN**, as he has been named by **IHRSA** as the recipient of the **Annual JOHN McCARTHY Merit Scholarship**! The annual scholarship is now in its second year and provides, courtesy of industry founders and friends, full tuition

and a \$500 travel stipend to **IHRSA's Institute for Professional Club Management**. Brodmann is **General Manager of World Health Club**, Edgemont, Calgary, Canada. **BRENT DARREN, TELOS Fitness Center** co-founder, co-owner and one of last month's **CLUB INSIDER News** cover subjects commented, "David's knowledge and understanding of critical components of our industry - performance, profitability, leadership, and service are remarkable. He was able to clearly convey how he has put his ideas and initiatives into actions that have served his club community tremendously well. David is a very deserving recipient of the scholarship."

SHERRY ROBB

of **Market My Club** has just launched an all-new website featuring several new lines of marketing products and services. Check it out at www.marketmyclub.com

TIM and LIZ RHODE

, two of America's leading club owners, are building a second **Maryland Athletic Club (MAC)**, 54,000 square-foot location at Harbor East-Baltimore City, MD., and have announced that **JOHN TERPAK** has been selected as **General Manager** and **STEVE EHASZ, CSCS, MES** as **Fitness Director** at the company's new location.

Class Action Lawsuit!

Courtsouth at I-40 and Walker Springs Road in Knoxville, TN. was one of five franchises my partners and I sold when we had four Atlanta-area Courtsouth company-owned clubs back in the 1970's. About 30 years later, that club still stands and is now part of the **National Fitness Center** club chain in Knoxville owned by **JOHN and HELEN CAPTAIN**. **JOE and MARSHA HOLLINGSWORTH** had acquired the clubs in early 1990 and successfully operated them with **RANDY WILLIAMS** as their key man for 15 years. In 2005 the **Hollingsworth's** sold the clubs to the Captains. Along with the clubs, the Captains inherited 2,579 members who had very low lifetime renewal rates ranging from \$10 to \$100 per year for renewals. According to the lawyer for the couple, the Captains

(See Norm's Notes page 8)

THE Club Insider
 NEWS

14 Years and Counting!
 Established 1993

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Creating a Prospecting Mindset

By Jeff Masden

Prospecting can be much like going to the health club. It is something you know is good for you and will produce excellent and predictable results, yet it's something that many salespeople seem to avoid. Your key to success in selling has more to do with your prospecting ability than any other skill.

To start, how many sales do you want this month? This year? To reach this goal how many prospects do you need to see to make a sale? To make goal? Good fundamental sales skills and product knowledge are meaningless unless you see and contact the proper number of prospects to ensure you will reach your goals. In order to be successful in sales, prospecting has to be your number one priority every day. Sales leaders never stop prospecting!

Now that we all realize the importance of prospecting, why do most membership representatives hate to do it? In most cases it starts with the training, or lack of

it, provided by the club. The owner or General Manager usually schedules prospecting time in their representatives' day and the training is, "Here are some guest passes. Go out and give them out." The representative then goes out and usually ends up with a negative experience versus a positive experience and based on that experience hates prospecting.

The first step in prospecting then has to be *creating a prospecting mindset*. A membership representative has to be shown the benefit of prospecting. Then, a prospecting mindset starts with the membership representative and not the club. Energy, enthusiasm and passion have to be present for the membership representative to be successful in prospecting. Passion and a belief in their product are very important. People who become sales leaders must have a passion for prospecting and genuinely want to get their product in the hands of the people who want it and need it.

Energy, enthusiasm and passion come from a

mindset.

Are you *born* with a mindset? The answer is no. A mindset is a reflection of your beliefs and attitudes, a condition. *The good news is that a prospecting mindset can be learned and developed.*

Now that we've established that prospecting can be learned, the first step in acquiring prospecting skills is to develop a sensible attitude towards prospecting. A sensible attitude based on your beliefs that prospecting will increase your contacts, will increase your appointments and will increase your sales! What we believe ... determines how we behave.

The next step is learning how these prospecting methods can be used to increase your sales. Doing it daily will become a habit. A habit becomes a mindset. Prospecting can be compared to breathing. You can't live on one breath. It takes many breathes one right after another to live. Consistency is the key to successful prospecting. You can't prospect once a week or once a month and expect success. Pros-

pecting has to be done daily to achieve the success you are looking for and deserve. Success will increase the belief that prospecting works and will reinforce the prospecting mind set?

You have many options to help you develop your marketing mindset.

- Seek the help of experts. Learn from others who are successful and have had results from prospecting
- Attend conferences and seminars
- Daily education, books, articles role playing

- Keep a daily log of your prospecting journey, what worked, what needs improvement.

Most sales people avoid prospecting due to a fear of rejection. The key to overcoming that **FEAR (False Evidence Appearing Real)** is to alter your perspective of prospecting. The first step is creating a positive prospecting mind set. Once the mindset is complete, then focus on how prospecting will increase your sales.

Complacency is your number one enemy when it



Jeff Masden

comes to prospecting and the prospecting mindset. Thinking in terms of: "I'm comfortable with my numbers and don't need to prospect" will come back to haunt you in the future. Is your market going to stay the same? What is the chance of having a new competitor come in your market in the next year? I have been asking clubs across the country....."Do you have more prospects this year versus last year?" Most are answering no! The reason is not because of external forces such as the economy but in-

(See Jeff Masden page 20)

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...Norm's Notes

continued from page 6

had agreed to honor memberships that required a bunch of money to join, giving perpetual renewals at no charge. But, they didn't honor the other memberships for those who had paid less money up front to get the low renewal fees of \$10 to \$100. Bad idea, I think. So, those members who feel they really got screwed all got together and their lawyers have now gotten Knoxville **Judge, DARYL R. FRASER** to give the case class action status. These members are seeking: compensatory damages, treble damages, restitution and injunctive relief. This whole deal can't be good for the Captains or National Fitness Centers. And, it is NOT good for the health club business in Knoxville or anywhere. Stay tuned for the outcome! But, you know what? The Captains' National Fitness chain is the only serious competitor left in Knoxville to continue to try to slow down the powerhouse juggernaut called **LARRY GURNEY and his amazing RUSH Fitness Complex** chain. If I were the Captains, I would say "Uncle" to Judge Fraser and these suing members, give them their old deals and honor their original agreements and smile at them faster than a blink of the eye and then move on. In the burgeoning 500,000+ Knoxville population the ill will must be silently costing the Captains' a lot of business and will cost more and more and more as this deal goes on and time goes by. Not to mention the legal fees the Captains' are going to cough up! I'm saying this because word is Mr. Captain is a *hard man*...a man who ain't to be messed with. So, if he wants to lose his business to prove that, so be it. If he's willing to invest probably what will turn out to be hundreds-of-thousands of dollars on legal fees, not to mention lose millions on business...sure...he should keep on fighting these folks that he's screwed with his hard head. But, one other thing I know, and John and Helen Captain should know, given their vast experience but, in case they've forgotten, (I do hope they read this) is: "Mr. and Mrs. Captain...never...ever...ever...ever underestimate the value of good will in your community to your business. You can go ahead and convert in your mind those 2,579 members who now hate you and Courtsouth to each of them telling at least 10 people = 25,790 by the end of 2007. They all will be walking and talking anti-National Fitness billboards. And, by the end of 2008, you can expect those 25,790 to be 257,900 people. And, will all be bad mouthing you and your clubs. Think of your children, if you have them, too. It will be exponential. It will be nasty. Pretty soon you're not going to be able to get anybody new from Knox-

ville to walk into your doors to consider joining. Nobody is going to lose here but you, Mr. and Mrs. Captain, even if you spend a king's ransom, defend your decision successfully and WIN the lawsuit!" That's what I think. I welcome all of your opinions after reading this, especially your opinions, Mr. and Mrs. Captain. Contact me at: clubinsidernews@mindspring.com or 770.850.8506.

• It was a very sad story in San Diego, California not long ago when a popular personal trainer murdered his girlfriend and then committed suicide in a hotel room while the **IDEA Convention** was going on. May they both rest in peace.

• **24 Hour Fitness'** new **Corporate Office and Fitness Center** construction is almost complete in Carlsbad, California. Designed by architectural firm of **Smith Consulting Architects** it will provide 50,000 square feet of office space on the upper levels and 39,000 square feet of state-of-the-art fitness facilities on the first floor. Construction is slated for completion this month.

• **SIBEC** is touted as the "*un* trade show" or "*speed dating for businesses*". It's relaxed, focused, manageable and extremely valuable for all who attend. **SIBEC** will take place **September 27-30** at the **Fairmont Princess Resort** in Scottsdale, Arizona. Club when club operators meet suppliers in a series of private, pre-scheduled appointments. **BRAD THORP** of **Balanced Body Pilates** describes the event as: "A great opportunity to renew and build upon business relationships within the fitness industry. **SIBEC** allows us to reach prospects who don't visit us at a trade show." **SIBEC** offers one-on-one encounters. Principals meeting with principals. No interruptions. No distractions. No boom-boom-boom music. For vendor info, contact **DANIELA GUSMAN** at: **954-942-8143** or daniela@mcleaneventsinternational.com

• **FRANK O'ROURKE**, is a nice young fellow I've known for about 5 years now. Frank recently told me that he was assisting the **SportCoatings Company** in their effort to reach our industry. I told Frank I sell advertising to do that. But, for him I made an exception here. SportCoatings produces products that are a *triple threat against odors and microbial contamination* for health, racquet and sportsclubs. So, check out their website: www.csport.com and please tell them you heard about their company through Frank O'Rourke and **The CLUB INSIDER News**!

• **DONNA KRECH** is an intensely focused woman. In one of her recent writings she states: "The Law of Attraction is simple. We become

(See Norm's Notes page 22)



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I call it the: ●

By Norm Cates, Jr.

I call it the: • (dot). Mr. Ray Wilson calls it "obsession."

About six months ago I was trying to explain to someone dear to my heart how really important a very intense, laser-like focus is, if you wish to succeed in achieving important objectives and goals.

During this conversation, I grabbed a blank piece of copy paper. I took a pen and drew a bold dot on the middle of the page. I invite you to do this right now as well. Draw that dot in the middle of a blank page and put it right in front of your face for one minute and do not look at anything else.

How was your focus?

I explained that the key to all success or any goal achievement is a very intense,

laser like focus on the task until the task is achieved.

Symbolized by my black dot on that page, I explained that with an intense, laser like focus on your goal, your mind will filter out other things that are coming in. Things that will slow your efforts or even prevent you from achieving your goal.

I explained that all great achievers have mastered the art of laser like focus. Intense, relentless, narrowly aimed at one's target...world class, laser like focus. Think of the greats in sports: Babe Ruth, Jim Brown, Michael Jordan, Wayne Gretzky, Emmet Smith and Tiger Woods.

About a month ago I received a phone call from Mr. Ray Wilson. He was calling to tell me some news. He said that even though he will be 80 years old in February, 2008, he had decided to be-

come active in the fitness center business again. I listened carefully. He explained that he wanted to add to his fitness center achievements by starting a new chain of 3,000 square-foot "niche" clubs that would target the obese/overweight population in the U.S. by offering circuit training, cardio fitness and personal training.

Mr. Wilson continued to say that during the past three years he has spent over one half million dollars experimenting with various small clubs and circuit training. He said he finally knows exactly what he wants and he is ready to blast.

He also explained that in his 50+ year career he had achieved his goals because he was "obsessed" with success.

Think about the word "obsessed." Web-

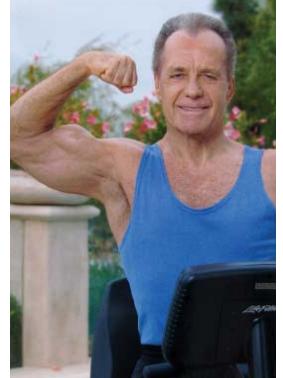
ster's Dictionary defines obsessed as: "Compulsive, often anxious pre-occupation with a fixed idea."

Think about how being obsessed with a fixed idea, such as Mr. Wilson's now fixed idea of starting a new chain of niche clubs, causes you to focus much more on your goal.

Later on Mr. Wilson sent a fax to me. It was a one-page fax with a letter to his employees he had written in 1989. The letter went to all of his Family Fitness Center employees in the Western U.S.

Please read his 1989 letter on this page. Then, read his letter to the club industry dated August 8, 2007 on the next page.

If you or anyone you know in the fitness center business is looking for a new opportunity, actually an opportunity to become a mil-



Ray Wilson

lionaire, then do contact him. But, let me warn anyone considering application for one of these two partnership roles. Be prepared to deal with a man who is the most intensely focused and obsessed with success person our industry has ever known, Mr. Ray Wilson.

Hello Fitness Industry,

The letter to the right is the most accurate letter that I have ever written. It does not express the way to live, but it does point out the only way to be assured of getting a business in "orbit". **If a person is not "obsessed", they should never attempt to start a business.** Starting a business successfully and getting it in "orbit" is just like "blasting off" a rocket and getting it in "orbit". It takes tremendous "blast" to get it launched and then only ordinary energy (and skill) to keep it in "orbit". If it took the same "blast" to keep a business in "orbit" that it takes to get it "blasted off", then it would not be worth it, **as it would ruin our life.** The "blast" that is required must be accomplished through an "obsession". If we want to successfully start a business, we must be prepared to sacrifice a year or eighteen months to our "obsession". If we are not prepared (or if we do not have the disciplined drive necessary), then we should follow (work in) a business that is already in "orbit" (and not attempt to start a business). Our ordinary life must be put "on hold" during the "blast off period" (12 to 18 months).

Ray Wilson

P.S. Only "blast off" pioneers deserve to be rich (and ordinary people deserve and get "the fifty year plan").

BECOME OBSESSED

February 25, 1989

To assure success and wealth a person must be completely, overwhelmingly and all encompassingly "obsessed" with their goal.

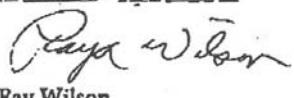
This obsession must be so strong that it blots out everything that might interfere with the goal of the obsession. It must be so strong that it causes to be done everything that will achieve the goal of the obsession and blots out everything that will harm the obsession. There are no gray areas, just black and white.

Any action or thought is either for the obsession or against the obsession; all decisions must be made accordingly so as to not compromise the obsession.

The obsession must be this totally powerful to obtain success and wealth; that is why it is called an "obsession." Anything less is just so much B.S. and is almost 100% sure to fail.

"Most people are so obsessed with their emotions and ego that they can not possibly fulfill a productive obsession. You can only accomplish one obsession at a time (really be assured of accomplishing it totally).

Over 95% of success (or failure) is due to ones control of their emotions (or lack of control). Ability and technical knowledge accounts for less than 5% of success or failure (unless you are a professional like a doctor, accountant etc.). That is why so many very "brilliant" businessmen and businesswomen fail or have only moderate success (and inferior ones have real success). I am proof of this.


Ray Wilson

P.S. (dated 8/20/96). The book on tape called "Emotional Intelligence" can help you achieve control of your emotions as mentioned in the last paragraph. Anyone who does not listen to the tape "Emotional Intelligence" on a regular basis is not totally trying to maximize their success.

A Personal Letter From RAY WILSON

To Professionals In the Fitness and Health Club Industry About a New Opportunity

I, Ray Wilson, am seeking two partners (male or female) for what will be my seventh big fitness center business venture. I am now 79 years old chronologically, but feel 45 mentally and physically. I will be 80 in February, 2008. I am seeking applicants to become my two partners. Applicants must be "obsessed" with success and be able to take my very intensive training. I will invest \$250,000. Each of these two partners must also be able to invest \$25,000, be able to relocate to the San Diego, California area and be available for and willing to work 60 hours per week, minimum. During the first six months these two candidates must be able to work for the legal minimum wage. This compensation for them will be the only compensation in the beginning. I will not be paid. After the first six months we should be able to start sharing the profits.

At almost 80, I am as "obsessed" with success as ever. I have a long and excellent track record of such partnerships and I will provide the selected candidates with a list of references such as: Mark Mastrov, 24 Hour Fitness, Ron Thompson, 24 Hour Fitness, Eric Levine, California Fitness Centers in Asia, Greg Rowe California Fitness Centers in Columbus, Ohio and others. The rest of the list of success references is too long to mention here.

Before I will accept the \$25,000 investment from a new partner, I will supply them with phone numbers of all of the former partners mentioned above. The candidates will be received by those listed above so my candidates can have private conversations to see what my former partners and business associates think of me.

The reason I want my new partners to invest \$25,000 is to make sure they are stable enough to have or be able to raise \$25,000. **And so they have a risk to protect.** I have continued, since the 50's, using this type of proven formula with new partners having at least a token investment in the project.

In case you don't know me and my track record, let me tell you about my career. I started the modern era of the fitness center industry in competition with Vic Tanny with both of our national fitness chains in the early 1950's. I had the benefit of the greatest of them all, Jack La Lanne's TV fitness programs and great image paving the way. My friend, Don Wildman, was a Vic Tanny "star". Later Don and I pioneered the "Spa" era. Ken Melby, Jack La Lanne, Bob Rice and I founded European Health Spas in the U.S. These partners and I sold it for 46 million dollars in 1970. (That 46 million equates to at least 250 million in today's dollars.) I hired Augie Nieto right out of college not long after I founded Lifecycle, Inc. I made Augie a partner later on. We later sold Lifecycle to Bally for 5 times our investment in 1980. Even more importantly, Bally invested three million dollars in research and development for other cardio equipment which the industry badly needed. Augie went on to build Life Fitness to be the largest equipment manufacturer in the world and later sold it, making him a multi-millionaire many times over.

Several Regional partners (both male and female) plus my home office partners and I founded Family Fitness Centers in the Western U.S. and we sold it for 95 million dollars in 1995, for half cash and half stock. Several of my partners in Family Fitness Centers became millionaires. I continued on as Mark's personal fitness center advisor and was on the Board of 24 Hour Fitness for several years. A couple of years ago, 24 Hour Fitness sold for 1.6 billion dollars (that's with a "B"). In Thailand now, Eric Levine, my former partner in Asia, has his own new huge fitness center company. Eric's company is Public and I am on Eric's Board of Directors. I was an advisor to Hart's Athletic Clubs (in Seattle). I helped Neil Schober sell it for 24 million dollars in 1998. I co-founded Ray Wilson's California Fitness Centers with Eric Levine (in Asia) and we sold it for 41 million dollars in 2000. I founded Ray Wilson's California Fitness Centers with Greg Rowe in Ohio. We sold it for 12 1/2 million dollars in 2005, a 10 million dollar profit as we had only 2 1/2 million invested. I also founded three finance companies with partners and all three were sold for large profits. (The last one in 2006). In my 50+ year career, I also founded and sold several other successful companies.

Enough about my track record. Now, let me describe the two people I am seeking.

Applicants must be very honest, must have worked successfully in the fitness center industry, must have achieved a position of at least a club assistant manager or have credentials as a very successful membership sales counselor. Each candidate must have excellent references. Most importantly, all applicants must have a deep craving, yes, an obsession, to achieve success in the fitness/health club business. I am not looking for successful "fat cat" non-working executives. I am seeking a couple of very hard working hungry people, just like I and all of my former partners have been each time, when we've successfully "blasted off" new ventures.

My 50+ years of industry experience combined with lots of motivation and an obsessed drive to success, combined with my start up capital of \$250,000 and my two new very determined and hungry teammates with make this new machine run and a great success. That is because I will be carefully choosing my new partners and with them, replicating my past successes. But, day-to-day execution of this new concept will be and must be accomplished by my two partners. I will direct all the operations from my homes in Southern California and Mexico, where I now split my residency time. I am seeking a couple of people whom I can help mold into leaders like I have with many other partners over 50 years. The Family Fitness Centers in the Western part of the U.S. were my last major launch in 1978. That club group was one of my greatest successes ever. With my guidance and coaching toward success, my partners and I will achieve great things.

I do not have a "magic wand". Nor, do I want any applicant to think I do. My partners and I have had successes because of our obsessions for success, our focused determination and lots of very, very hard work. Hard work and intense focus is the key to any success in any business. I've had tremendous success helping people be better than they were on their own or with someone else. Norm Cates, Publisher of The CLUB INSIDER News since 1993 has said and written about me, "Mr. Ray Wilson has, by far, made more millionaires in the fitness/health club business than anyone else in this industry." It is worth re-emphasizing here that after our associations, many people have gone on to develop and grow to *be even better in this business than me*. Many have gone on to start their own companies and then also helped others develop, learn and grow into millionaires.

For the past couple of years, I have been working on my latest concept that we will "blast off". This is a completely new "niche" fitness center venture concept for 3,000 square-foot facilities. I am now ready to "blast it off", but, I will only launch this new venture if I can find the right partners. All of my former partners either have their own companies or have "made-it" and are no longer hungry or viable. Otherwise, I would consider involving them.

My new concept will target 200 million de-conditioned Americans, most of them intimidated by traditional American health clubs. This new concept will first be proven to be profitable in a small fitness club in Vista, California. Vista is a suburb of San Diego and the club is only about 15 minutes from my California home. Once this one small fitness center is proven, it is my intention to expand rapidly in the U.S. first. Then, it is not impossible to think we will go internationally. We will perfect our operations in one place first, at my Vista club. There we all can focus. Then, when the Vista location is perfected, we will roll it out vastly and rapidly across America. We will begin to deliver the first real nationwide solution to the American obesity pandemic. This *IS* the new frontier marketplace and I know and understand new frontiers.

For over 50 years I have excelled at seeing over the horizon and seeing what the new frontiers will be. Always, once I have completed my studies, my next phase has been to find partners who are dedicated to success, yes, obsessed with achieving it. This new frontier is RIPE and READY for the picking. The key is to get into the minds and hearts of this population and make them realize they cannot cure their obesity/overweight issues overnight. Then, a second key will be to teach them that it takes regular work and great dedication. And then yes, teach each and every one of them that they must become obsessed with success in their own body changes that will save their lives and combine that teaching with excellent programs, equipment, service and systems to make it easier for them to succeed.

If you are truly "obsessed" to be successful in the fitness center business, have \$25,000 to invest, are interested and can relocate to the San Diego area, send your resume, along with a letter stating the reasons why you are interested by email to me at: raw1928@aol.com. Unless you are truly "obsessed", do not apply as you will be wasting your time. If you want to see my clear definition of "obsession" that is necessary to "blast off" a new business and make it successful, look to your left to page #10 read my 1989 letter to my Family Fitness Center team. My 1989 letter really "tells-it-like-it-is" about what it takes if you want to be successful in starting any new fitness/health club business, or any business, for that matter.

Thanks for reading this letter.

...SCIFIT

continued from page 3

Coach Denton

Smith - "Suppose I was to build a stainless steel saw that was indestructible and never needs sharpening and a hammer that's light as a feather and would drive nails like you can't believe. Somebody says to me that they want to build a new home. So, I hand this saw and hammer to them and say, 'Here you go.' I give them no plans or blueprints. I just hand them a hammer and a saw that are indestructible and let them go."

That's what has been going on in the fitness/health club industry for 25 years. So far, the industry manufacturers have said, "Hey, here is a treadmill. Here's a bike. Go get people to exercise!" But, there's no instruction.

It's all about the programs. It's all about the architectural drawings. It's all about how you do this. That's what I mean when I say we designed the program before we designed the tools. We came up with the concept of the program before we came up with the Fit-Key and the Fit-Quik Pods to move people through the system easily and efficiently and record their workouts for future use."

Denton Smith became a coach, really, when he was a very young man. That was when he was competing in wrestling on a high school and college level. As team leader, he was elected Captain by his teammates. There is no greater honor in sports than to be the Captain of one's team. As wrestling team Captain and team leader, he was always coaching his teammates during practices and matches. This led to his occupation later on when he became a teacher and wrestling coach. He was an Assistant Wrestling Coach at Oklahoma State University, one of the top wrestling programs in America. After that experience, he started a wrestling team at Black Hawk Community College, served as its head coach for several years and ultimately became the school's Athletic Director. This was obviously invaluable experience for what he does now as the President of SCIFIT and yes, the coach of

the SCIFIT Team.

Denton Smith has been involved with SCIFIT, one way or the other, since it was founded 20 years ago by Larry Born, Bo Young, and Richard Kentopp. Founder, Bo Young and Smith were friends. For years, Smith kept in touch with SCIFIT's growth through his connection with Young. In 1997, Denton Smith was hired by SCIFIT as a consultant. SCIFIT had developed some new technologies and was looking for outside input into where they could go with these technologies. He continued in that consulting role until 1999 when he moved from Southern California to Tulsa, Oklahoma to join SCIFIT full time. He is now serving SCIFIT extremely well as its well-liked President.

It is my honor and pleasure to present an in-depth interview with Denton Smith along with some comments from John Brown and Randy Frisch, two key SCIFIT teammates.

Q - "Congratulations to you Coach and to everyone at SCIFIT in Tulsa, Oklahoma and around the world, on SCIFIT's 20th Anniversary! First, tell us what caused the Founders, Larry Born, now SCIFIT CEO, Bo Young, currently SCIFIT Vice President of Export Sales and Richard Kentopp, a Board Member now, to develop the SCIFIT Company 20 years ago?

Denton Smith (DS) - SCIFIT was developed from a company called Sinties Scientific. Sinties was a company totally dedicated to a product created for stroke patients. However, the founders saw a void on the rehabilitation side of the market. The void was a lack of post-therapy fitness.

Wellness is a word the founders of SCIFIT started talking about on the medical side way before anybody else in the fitness/health club business was using the term. They also identified, way on the other end, the potential fitness/health club market.

In between, was a big population that was not really being served by any programming or appropriate equipment. So, SCIFIT started to develop equipment for that underserved need. That need was driven by the physical therapy side of the

industry in the beginning and continued to grow. It grew to where SCIFIT is today on the top of the physical therapy food chain.

**'Not-yet-fit - almost fit'
a new term for
'de-conditioned'**

If you look at the fitness side of the market, how many times have we heard that we need to be involved with 'de-conditioned' people? How many times have we heard that we need to be involved with so-called, seniors? SCIFIT observed that the fitness market was trying to use the 'same old stuff' for those populations and it just didn't fit.

SCIFIT coined the term: *'Not yet fit, almost fit'* to replace the term 'de-conditioned'. The phrase 'older adults' replaced 'seniors.' Long ago SCIFIT saw that middle market that was not being served. They also saw that there was going to be a convergence of both of those markets. However, there needed to be some leadership in that middle market. Their major focus continued to be on the medical side of the business as the company developed. They grew the medical side of the business and over time, it grew toward the center of a convergence with the fitness/health club side. As it grew, SCIFIT continued developing equipment and programs that met the needs of the medical population.

"ADA Equipment"

Q - O.K. Coach, SCIFIT now occupies the role of a key player and clear-cut leader in the medical fitness market. And, for many good reasons, SCIFIT is continuing to grow very well in the medical fitness market. But, SCIFIT is now preparing to cast a much more intense focus on growth on the fitness center/health club side of the marketplace. Please tell us about the SCIFIT big picture with that new focus.

Coach - Yes, over the last 6 to 8 years we have really established SCIFIT in the medical fitness marketplace. However, the commercial fitness market still thinks



SCIFIT Factory

of us as *wheelchair accessible equipment or equipment to meet their ADA needs*.

The commercial fitness/health club market, for example, will typically purchase our Upper Body Arm Cycle because they are in some way associated with a physical therapist or they are getting referrals from a physical therapist that requested an upper body cycle. They also may purchase this equipment because a disabled individual has joined their club and needs special equipment. Within that market, we have become dominant with the upper body arm cycle.

When I came on board, we concluded that it was time for us to start to brand SCIFIT to the health/fitness club market. Therefore, over the years our ads and marketing in the fitness/health club segment focused on our upper body arm cycle, but totally continued to emphasize the SCIFIT logo. We got the brand of SCIFIT well integrated within the commercial fitness market. After that, it wasn't like starting cold in a market and having people say, "Oh...I've never heard of SCIFIT." Actually, if you really observe TV and magazine articles around the country, you will often see our SCIFIT logo in the background on a machine in magazine photos (such as Parade Magazine) and on TV shows and clips showing fitness centers.

Even with the brand name SCIFIT well into the minds of commercial fitness/health club operators, we found that market has not completely accepted us yet as a fitness player, but instead still viewed SCIFIT as "wheelchair accessible equipment."

CLUB INSIDER - Well Coach, you're changing

that for sure! That "wheelchair accessible equipment" identity is far from the reality of what SCIFIT now offers.

Coach - We have branded SCIFIT well as a company. We feel from a brand standpoint now most people in the fitness/health club business have heard of and are familiar with the name SCIFIT. However, we feel they are still not familiar with what we offer today that is *specifically* for them.

Now, we need to go deeper and start branding **who we are**. We must teach the fitness/health club owners that we are much more than a medical company. We are much more than "wheelchair accessible equipment."

We also started to develop programming for evaluating the population we call *'almost fit-not yet fit'* and some people call 'de-conditioned'. We looked at all of their characteristics. Then we asked, 'What are they looking for in fitness/wellness? How do we meet the needs of this population from a programming perspective? From that, how do we build the products that are necessary to fill the needs of that programming?

Q - For readers who do not know, please describe **SCIFIT's "Scientific Solutions"** and in particular these solutions: - *isokinetic strength; bi-directional resistance; step-through access and workload control*.

Coach - The fitness industry used to look at SCIFIT as *just one more cardio equipment company*. They now realize that SCIFIT is actually much more than just another cardio company. We are a cardio movement and accommodating strength company.

(See SCIFIT page 14)



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"We are extremely excited about the benefits to our customers' daily business functions that these features deliver," said Daron Allen, President/CEO of Visual Fitness Planner. "I truly believe that our technology platform sets the standard for the sales and marketing efforts of the health and fitness industry with a complete system for capturing and integrating members into a healthy lifestyle change."



Auto E-mail Function

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Automated Sales Summary

Complete Fitness Assessment

Member Education Platform

Lifestyle Calculator

Health Risk Assessment

Before & After Imaging

The screenshot displays several windows of the Visual Fitness Planner software:

- Top Left:** Shows a 3D female member model with a grid overlay for tracking progress across various body areas.
- Top Right:** Shows a 3D female member model with a grid overlay for tracking progress across various body areas.
- Middle Left:** A chart titled "DISEASE RISKS" showing the risk levels for Heart Disease, Diabetes, Heart Disease, Stroke, and Cancer across different BMI categories (Very High, High, Moderate, Low).
- Middle Right:** A chart titled "RECOMMENDED CHANGES" showing projected changes in BMI and body composition (Fat, Muscle, Water) for different exercise levels (Very Low, Low, Moderate, High, Very High).
- Bottom Left:** A "Health Age" calculator showing three circles: Actual Age (35), Current Health Age (46), and Goal Health Age (32).
- Bottom Right:** A "12P Health Club" section with a 3D male member model and a "12P Health Club" logo.

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...SCIFIT

continued from page 12

SCIFIT equipment provides cardio movement with an added accommodating strength component in the Iso-Strength program. There are certain things that people cannot do on a typical piece of equipment, but you can do these things on a piece of SCIFIT cardio/strength equipment.

Isokinetic – Iso-Strength is SCIFIT's alternative strength training program. It is unusual at first to imagine strength training on a piece of cardio equipment, but think of each handle of the upper body bike as a dumbbell. Instead of the rotating movement, think of pushing and pulling. With our isokinetic program, the harder you push or pull, the more resistance the machine gives you. With Iso-Strength, our recumbent bike becomes a leg press. It provides a strength component in a safe and controlled manner.

Bi-directional resistance - Bi-directional resistance means that you can change directions, so instead of pushing, you can pull on the bike. Instead of just doing a leg press, now you can do glutes and hamstrings while still doing cardio work in both directions.

Step Through Access - SCIFIT was the first to develop step through access on a bike. The general fitness equipment market did not understand that the 'not-yet-fit' population has a very difficult time lifting their leg over the support on a recumbent bike and they couldn't get on it easily, if at all. Many

manufacturers designed a recumbent bike for that population thinking the only issue was the position of the seat.

SCIFIT developed 'step through access' for our cardio movement/strength equipment. We saw that the general population needed both a cardio and strength movement, but they are deathly afraid of, totally intimidated by and embarrassed, when trying to use the typical strength equipment that you see in a fitness/health facility today. SCIFIT recumbent bikes provide the 'not-yet-fit' population with an easy to use cardio exercise, as well as a non-intimidating strength exercise with easy 'on and off' access for them.

Taking that same concept and moving it to an arm cycle, SCIFIT now has a piece of equipment for that population that allows the user to do bench presses and lat movement. Both cardio and strength.

Workload control - Workload control has to do with keeping people honest. Workload control sets a certain amount of work the user must do in a period of time. Therefore, if an individual wants to move slowly, the resistance increases. If they want to move faster, the resistance decreases. This is a favorite program among coaches and sports performance professionals because the coach sets the workload control and the athlete cannot cheat.

If you look at each one of our products, you will notice we designed them to address the characteristics of the populations we have studied. There are more than

30 characteristics of the 'not-yet-fit' population that we examined and continue to study when we develop our equipment and programs.

On the fitness/health club side of the business, we see people come into the health club and receive very little guidance, unless they hire a personal trainer. We have designed all of our SCIFIT equipment to address that problem.

CLUB INSIDER

– Coach, in my opinion, that is one of the *great issues of our industry* that contributes especially to early membership attrition. Some clubs sell a membership to a new person with the promise of *real help*. Then they just let that new member train himself with very limited knowledge of what to do and how to do it, unless the member hires a personal trainer. That's what you're saying.

Coach – YES. We looked at the characteristics of that inexperienced and intimidated population. We also looked at industry history to define what actually had been most successful in bringing people into clubs. One of the top things we found was circuit training. We have incorporated circuit training with our cardio movement in a way that is not intimidating to this population and does the same thing the typical circuit machines in your facility do, but SCIFIT presents it in a much more inviting atmosphere – a cardio movement.

SCIFIT's Fit-Quik Pods

For niche clubs, and all others who wish to provide a place for the 'not-yet-fit'

population, (where they can get quick and efficient results) and for those who want to provide a place in their club for the members who are in a hurry, SCIFIT has developed an innovation: **Fit-Quik Pods.** (See cover).

Q - Tell us about SCIFIT's Fit-Quik Pods, Coach. Tell us all why this new thrust by SCIFIT is very important to the fitness center/health club operators of America and around the world?

Coach – Norm, let's

look at it from the viewpoint of a health club owner. A health club owner is all about *return on investment (ROI)*. ROI happens because of two factors: saving money and generating money. Saving more money in clubs is about retaining memberships. Generating more money in clubs is about bringing more members in and getting more dollars from those members over time, because they stay and pay.

IHRSA reported a few years ago that over the previous 10 years an estimated 120 million members or more had joined clubs in the U.S. I ask now, 'How many of those individuals do we still have as members? The answer: 42.7 million.

So, what's the difference? The difference is in the range of 60 to 100 million people in America who have raised their hand and said, "I want to be a member of a club. I need help." But, they didn't get that help and left the clubs in droves over time.

This is a major market. So, what is the problem? The answer is, "We're not giving them what they need!" We're not giving them a pro-

gram. We're not giving them direction. We're scaring the hell out of them. So, that's one population we've looked at very carefully in our SCIFIT equipment design.

We've looked at all of the behavioral characteristics of that population. SCIFIT has now put something in place that will bring those people into a facility, integrate them well into the club, make them comfortable, and keep them as members of the club.

The low hanging fruit for potential club membership re-enrollment is somewhere between 60 to 100 million people. We are targeting that population segment with our **Fit-Quik Pods**.

SCIFIT has concluded that our industry did not serve this population well when they were with us during their first try in a health/fitness club. The industry put them on treadmills, because it was easy. Anyone can walk on a treadmill. This population did not join a health club just to walk. They quickly discovered they could also walk at home or in the park without being a member of a fitness facility.

We've tried to treat the symptom, instead of the disease.

The symptom is boredom. So, we've tried to treat them with entertainment. It's not about entertainment. We have reasoned incorrectly that if we cannot keep them on a treadmill, then we should give them a T.V.

The solution is an efficient and effective exercise (See **SCIFIT** page 16)

SUCCESSFUL PROGRAMS FOR FITNESS AND HEALTH CLUBS:**101 PROFITABLE IDEAS** by Sandy Coffman

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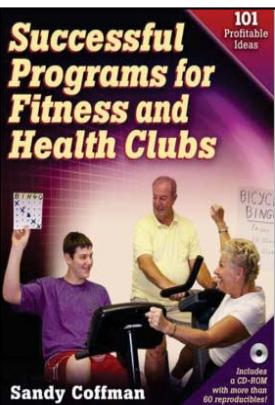
Programming Tip of the Month – Getting members to commit to fun programs.

We all know the key to a successful fitness business is to "make it fun" and creating programs for your members is the most "fun" part of the business. But professionally speaking, it's imperative to realize that programming is more than creating a program...you have to get people to *commit to participating* in that program. Programmers, therefore, must be proficient in knowing how to "sell" the commitment. In our business the sales department must promote programs when selling memberships and the program department must sell programs after the member has joined. Yes, of course we're writing here about *offering encouragement and showing enthusiasm* as we invite our members to participate in the programs. The bottom line message here is *we must be effective communicators and get the commitment from the member*. Be sure to include effective selling techniques as part of your programmer's training, then you can concentrate on how to "make it fun".

A good tip to make your programming selling techniques productive is to include powerful verbiage. Use words that people like to hear and will respond to positively. Here is an example of a programmer encouraging a member to join one of your programs and it works over the phone as well as talking to someone in person. Keep in mind, that part of the training includes body language and voice inflections, but wouldn't you like to hear someone invite you to an event in this manner?

Programmer: "I would like to personally invite you to join us in our upcoming *ski conditioning program*. You'll enjoy yourself and *have fun* while meeting many other people who are interested in improving their skiing abilities, too. I want you to *experience the fun we have* and I need you to attend to help make this event a success for everyone. I *guarantee* you'll be *ready and eager* to take on the slopes."

Role playing is great way to practice and practice makes perfect. Practice using effective verbiage, such as the "magical words" included in *italics* above and practice *delivering the message with conviction*!



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...SCIFIT

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program that gets them in, provides their exercise in a comfortable, quick way that offers great results, and then gets them out without too much time invested.

SCIFIT's Fit-Quik Pods meet all of these requirements.

Fit-Quik Pods have incorporated all of the different modes of exercise that have been successful in bringing people into the market. SCIFIT looked at all of the most successful programs of the past while creating Fit-Quik Pods. The Pod system delivers: circuit training, cross training and interval training, in a functional mode. 'Functional mode' meaning: 'walk-push-pedal and pull'.

If you talk to people about doing a butterfly or a hack squat when they come in to see your club and consider joining or if you use such jargon with new members who've just joined, but know nothing about exercise, their eyes glaze over!

CLUB INSIDER – Can you imagine how many

millions of new members and potential members our industry has run off with 'club fitness language' that average people neither understand, nor are interested in?

Coach – Yes, exactly. Here is a sample of what many clubs tell consumers: 'I've got 10,000 pounds of free weights! We've got the latest hack squat. We've got four different bicep curl machines from any angle you might want!'

CLUB INSIDER – Hey Coach, you didn't mention the words: 'Walk – push – pedal and pull!' So, what SCIFIT really is doing is serving as a 'translator' of our long used and confusing and *bewildering fitness/health club industry language*. 'Industry language' that has confused millions and millions of Americans. Language that has been part of what has driven millions of them away after they gave us a chance!

SCIFIT has truly become the real translator of a language. A language that, in the past 30 years, has been one of multiple causes for over 100 million American health/fitness club members

to NOT to be health/fitness club members anymore.

Finally, someone is telling our industry the *real truth about the impact of our fitness industry language, Coach!* Finally, the **TRUTH** about it all is right here in The CLUB INSIDER News! I can only offer Congratulations!

Right now, I am wondering WHY none of our industry's biggie equipment manufacturers had not figured out long ago that our American club industry, the owners and the manufacturers together, have been in essence, speaking a foreign language to the American fitness/health club consumer!

The job of translating for American consumers, the defeating language of American health/fitness club industry could be a huge, huge help for all American clubs and for our entire equipment manufacturing industry. For almost 30 years now thousands and thousands of clubs have been using this foreign language (to consumers) to sell memberships and to attempt to teach novices who would like to become regular exercising

members how to exercise. It seems that what our industry did is we turned them on and then we turned them off!

'Fitness Centers Without Walls'

Coach – Well, Norm, this truth has led to '*fitness centers without walls*' in America and around the world. If these 60 to 100 million people in America are exercising at all, they are doing it in '*fitness centers without walls*'. Walk-push-pedal and pull. What kinds of things can I or anyone else do without being in a fitness center? I can walk. I can push on things. I can pull on things. And, I can pedal a bike. And, none of it needs to be done in a fitness center. The only reason I might go back to a fitness center is for help and for a benchmark on where I am on my own track.

So, we've created a solution to '*fitness centers without walls*'. SCIFIT studied carefully the question: 'How do we take Fit-Quik Pods and tie it into this challenge of defeating '*fitness*

centers without walls'?

Our answers were: We don't defeat it, we embrace it! We know that circuit training works. You don't have to be in a fitness center to do circuit training. You can actually do circuit training out in a park. Imagine 10,000 members in a 2,000 square foot facility, not 2,000 members in a 10,000 square foot facility.

The reason circuit training is so successful is the 'not-yet-fit' population has a very short attention span. 'Put me on something for more than 3 minutes and get me off' ... is *their mindset*.

That is one of the reasons we put *bi-directional resistance* into our bikes. The first thing that happens for a non-exerciser who does not ride a bike is that within 30 seconds, their quads start to burn and they want off! SCIFIT's solution is to give them resistance in the opposite direction. Resistance that changes the muscle groups, but still keeps the heart rate up. They can then get through a 5, 10, or 15-minute workout.

(See SCIFIT page 16)

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Scientific Solutions For Fitness™

...SCIFIT

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Then we took that *resistance* and put it back into the *circuit concept*. We added cross training and all body exercise.

The SCIFIT Fit-Quik Pod has a lower body focused exercise in our recumbent cardio movement product, an upper body exercise in our arm cycle, and an all-body movement in our total body elliptical machine.

These three pieces comprise a Fit-Quik Pod. They provide cross training and interval training exercise for lower body, upper body and all body. We incorporate *isokinetic strength* for safe, accommodating resistance.

One of the things we know about this population is they don't have time to exercise. In most cases, this is an excuse. *But, one of the causes of their excuses is they've been told by fitness professionals they need to spend an hour in the gym five days a week.* With the program we have developed, we can give them a great workout in just 15 minutes.

That's the program and that's the equipment. Now, how do we save them money? And, how do we make a club money?

The SCIFIT Fit-Key

We save them money by providing our Fit-Key technology. Think of Fit-Key like a selector pin on a machine. You just put Fit-Key into the machine and it sets up the program for you. All the member has to do is press start and follow the directions on the screen. It will tell them to go to the next machine when they're done. It will tell them to change directions when they are supposed to change directions. It will tell them when they're going into the strength portion of the program. An individual can complete upper body, lower body and total body exercises in one workout. This helps the club train members efficiently and effectively.

How many times have you or I been in a club and seen somebody on a machine trying to figure out how to use it? Why does that happen? *It has happened because the manufacturing side of the fitness industry has designed so many functions and features into those machines that are not necessary, just so they can have*

"one-upmanship" on the next manufacturer, it totally confuses the population. What the Fit-Key allows is simplicity of sending people through a circuit. It's traffic flow. If you can get more people through a circuit with less time and less machines, then you are saving clubs money. It boils down to how many people you can get through a workout circuit, on the number of machines you've got, in a specific amount of time. Not to mention what you save on payroll.

Where do we help club owners 'make me money'? The Fit-Key technology allows us to document what the exerciser has done without writing it down on a piece of paper.

A personal trainer can use this system to train multiple people, getting better results for them by integrating the workout into their typical personal training program with balls, bands, free weights, etc.

Now they have an overall fitness component that can document the results of the individual, their heart rate, and the amount of work they have done. In addition, if they are doing the other things within and outside the facility that they should be doing, when they come back, those numbers should be the same or better. SCIFIT'S Fit-Key becomes an anchor for any member also involved in 'the fitness center without walls', thus increasing club ROI.

This is a perfect niche opportunity for those small clubs or clubs that want to add a component in their facility to bring in new members and increase their personal training revenues. With Fit-Quik Pods, you have an opportunity to sell a new member on four weeks of group personal fitness where they really learn how to use the Pod. Then, they can use the Pod on their own and come back for special types of supplemental exercises.

We have over 100 Pods around the country right now. We have some bright personal trainers who are using *anywhere from 3 to 4 pods at a time* which means they are *training as many as 12 people at a time on Pod exercise, two times a week.* Then, one time a week the personal trainer does *'one-on-one'* with each of those individuals. They are charging them about the same for Pod training as they would for *'one-on-one'*. They are quadrupling their personal train-

(See SCIFIT page 20)



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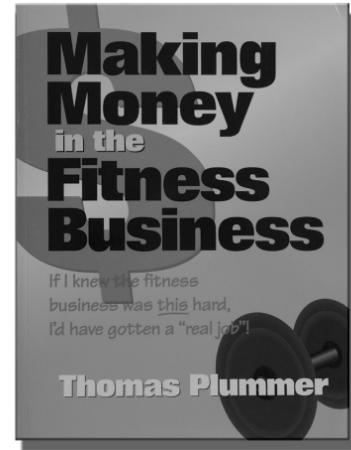
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...SCIFIT

continued from page 18

ing income, and are more than doubling the income for the club owner. The Fit-Quik Pods coupled with Fit-Key is perfect for the all-important first month of club membership. *It gets the member started easily and gently and does not run them away.*

CLUB INSIDER – Coach what does the SCIFIT Fit-Quik Pod cost?

Coach – The cost, including three machines, software, training, and education, is \$12,000 to \$15,000, depending on the pieces selected.

Q - SCIFIT has recognized that a different approach to service the fitness center/health club and other non-medical markets was needed. That is the addition of strategically located individuals to their team, people who *add value to a club operation from a sales as well as operations perspective*. Thus, you've added John Brown and Randy Frisch to the SCIFIT consultative team. Please comment on this concept, Coach

Coach – Our experience on the medical side of the business taught us that equipment suppliers are educators. For example, consider the joint replacement industry. There are several companies that build joints for knee and hip replacements. The physicians don't know how to install the joint when a new one comes out. The manufacturer has technicians who go in and train and show the physician how to install the new knee or hip replacement joint. The manufacturer is providing what I call value added service.

We do a lot of that with our products for our medical clients.

On the fitness side of the business, we saw a need to bring people on

board who can add value to a facility. First, they come to understand the operation of the facility. They come to understand the issues the owner/operator has in that facility and market. They go into the facility, look at it, and say, 'Our products and our programs are a solution for you.' Or they say, 'You know what? We don't fit, but we do see some other things in your facility that you could do to be more successful.'

I look at the kinds of people we are bringing on board the SCIFIT Team more as consultants that will bring the SCIFIT name to the facility. If in fact we have a solution, then it will make sense in that facility. If we don't have a solution, maybe we can help them in some other way and develop a friendship and relationship.

I believe what has happened within the fitness/health club industry is that typically the equipment manufacturer has become a: *'How many bikes do you need? How many treadmills do you need? Here...this is what the cost is.'*

CLUB INSIDER – Order takers, eh Coach?

Coach – Right. We are in 40 different countries now. Just this past year we hired Ken Pearson as our Managing Director for European Operations. The European market is much more into programming than the U.S. market. We are initiating the Pod development into the fitness side of the business in Europe. We will soon be having our first education certification workshops and seminars. We will be certified for continuing education credits for personal trainers with one of the world's major certifying agencies. We will bring that concept to the United States.

With our Fit-Quik Pods, we will provide a full education certification for clubs and personal trainers

and group exercise certified people. We will also provide a total marketing program.

Consultative Selling

John Brown and Randy Frisch are both industry veterans who have owned and operated clubs, consulted for clubs and understand the club business inside and out. They know what it takes to make a club successful and stay in the game. It is these types of individuals SCIFIT will be adding to their team in strategic locations to service the U.S. fitness/health club industry.

Definitely not just order takers, John Brown and Randy Frisch are two of SCIFIT's consultative selling, value added teammates. I asked for comments from John and Randy about our friend and their boss, Coach Denton Smith.

John Brown, who joined SCIFIT early this year, said this about Coach Denton Smith: "I went to work for SCIFIT because of Denton. He's a guy of extraordinarily high integrity. He's a man of his word, and a pleasure to work with. I say 'work with' because he doesn't treat you like he's the boss and you're just an employee. SCIFIT is a very good environment and Denton is someone whom I trust. He's always treated me well since the first day I met him. To me, Denton is certainly the heart and soul of SCIFIT and that's not to diminish the contributions of all of the other people. He's just the gas that makes the engine go. He has so much enthusiasm and he's so positive. He's very wise. He's like a coach."

Randy Frisch, who now represents SCIFIT, added, "Ever since his days as a wrestling coach, Denton Smith has been all about results and higher ethics. It's very refreshing to work for

**John Brown****Randy Frisch**

someone who means exactly what he says to both you and the customer. Denton is what I call a *'truly compassionate tough guy'*. His heart is almost as outstanding as his level of courage. He's the real deal. You could put him on the prairie next to John Wayne and you wouldn't be disappointed! He expects as much out of himself as he expects out of me.

Q - Coach, this has been a really terrific interview. I think you've laid out the truth about one of the most important health/fitness club industry topics there has ever been, membership attrition and how to reduce it significantly. Would you like to add anything else before we call it a day?

Coach - We definitely want people to know that the medical side of our business continues to grow and is very strong. We're not abandoning that whatsoever. We're continuing to grow that side of the SCIFIT business. We're continuing to look for new products and opportunities within that market segment.

With that said, we know that there is a major

market that we call the "niche" fitness market. We are going after that market with multi-faceted equipment; value added educational workshops, webinars, and the latest technology to get value added information out to the population. SCIFIT's focus is very clear in 40 countries worldwide.

We thank Coach Denton Smith, John Brown, and Randy Frisch for their interviews and assistance preparing this in-depth report. Thanks also to Tracy Barrett for her assistance with information and photo/image production.

(Norm Cates, Jr. is a 33-year veteran of the health, racquet and sports club industry. Cates was the Founder and is the 14+ year Publisher of **THE CLUB INSIDER** News. He was IHRSA's 1st President, and a Co-founder of the Association with Rick Caro and five others, in 1981. In March, 2001, IHRSA honored Cates with its DALE DIBBLE Distinguished Service Award, one of IHRSA's highest honors. Cates may be reached at: 770.850.8506 or email: www.clubinsidernews.com)



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**MAKE
IT
FUN!**

...Jeff Masden

continued from page 7

creased competition in their market. That competition is coming from either one of the big box chains or a low-price provider facility. The successful low-price facilities are selling 6000-8000 memberships. What would happen to your

clubs' traffic if you lost 6000-8000 prospects from your market? That is why it is important to create a prospecting mindset today, and use this tool to continue your success and more importantly increase your sales. Good Luck!

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Thinking is Thin-King

By Donna Krech

Hi Friend, Let me warn you now. Reading this article could result in the reversal of obesity in our world! Are you ready to be part of that solution?

Did you get that title? Maybe you need to go back and read it again, eh? Wait. Let's do this the way it needs to be done. Grab a pencil or pen. Print the word "thinking" on a piece of paper. Now say the word out loud... thinking.

Again please... thinking. One more time if you would. It will help bring about a fantastic result for your life ... thinking. Now draw a line between the first 'n' and the 'k'. **THIN / KING** Please read the two words you've just unveiled

inside of the word thinking. **THIN KING!!!** Thinking is thin king!! You've uncovered the secret to being thin. As a matter of fact, you've uncovered the KING of the secret to being thin!!! And it's been living inside the word for cen-

turies!!!

It's not about the food

All these years we've been counting calories, carbs and fat grams. We've been
(See *Donna Krech* page 26)

...Norm's Notes

continued from page 8

what we think about." Krech cites this as the "**SECRET to weight loss.**" In her excellent "Weekly Dose of Healthy Hope" emailed writings. Yes Donna! And yes, I would describe her as pleasantly "obsessed" with her goal in life of helping people have better lives, just like **RAY WILSON** is obsessed with fitness center business success. Donna is the **Founder** and **CEO** of **Thin & Healthy Total Solutions®** (See her article above and her ad on pg #23). But, I write about Donna today for a different reason. I am writing about her here because I think our industry badly needs a TV star to combat things like the so-called reality TV shows, **The Biggest Loser** and the new **ABC TV** prime time show: **FAT MARCH**. First, I am going to write an apology for what I am going to write here. My apology is to the gorgeous (women will surely say) personal trainer named **STEVE** on the **FAT** March show and his female counterpart, **ROBBIE**. His full name is **STEVE PFEISTER** and he and his equally beautiful wife, **BONNIE PFEISTER**, are friends and live in Vero Beach, Florida. Bonnie and Steve work with my friend and long-time **CLUB INSIDER News** subscriber, **RICH BARRITINI** at his very nice **Longevity Fitness Club and Spa**. I wish **STEVE**, **ROBBIE**, **BONNIE** and **RICH** well and I have no ill will or bad feelings about them personally. And, I know **MONEY** talks. But, I've just got to say this. I think our industry badly needs someone, perhaps **DONNA KRECH**, to star in a TV show that combats these stupid reality shows in America. I think our industry badly needs a TV ambassador to teach the people the right way to lose 100 pounds and keep it off. I mean, how ridiculous can you get with a show about 12 enormous people walking
(See *Norm's Notes* page 32)

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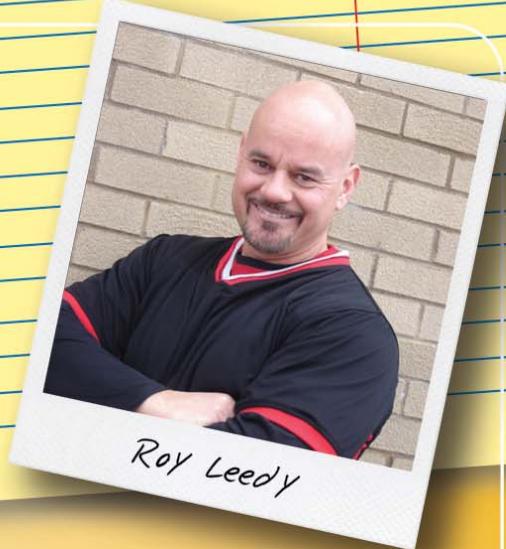
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The Real Greenmaple Wellness, Inc.'s effort to help clubs avoid litigation due to website plagiarism

By Norm Cates, Jr.

The email below sent by the real Greenmaple Wellness, Inc.'s Shawn Vint on August 3, 2007 warning his former clients, who were tricked into involving themselves with the knockoff magazine produced by Jensen Media, Inc. appears below. Please note that half way down in the email copy is a link that will take you to documents prepared to illustrate the alleged

plagiarism/copyright violations that Jensen Media, Inc. is committing. Additionally, I have show a fraction of that copy that appears on the link at the bottom of this page.

Not only is Jensen Media slightly modifying the articles and using them as their own, as illustrated by the colors on the link page. They are using them with no reference to or attribution to any of the sources. On the right side of the link the origi-

nal articles appear and they are also marked and shown in colors so you may see the actual original copy that has been allegedly plagiarized by Jensen Media, Inc.

This behavior by Jensen Media could well end up in that company who is producing this poor knockoff online magazine and your club becoming involved in copyright infringement legal issues. That is simply because your website has these alleg-

edly plagiarized articles on it if you are doing business with Jensen Media, instead of the real Greenmaple Wellness, Inc. The real and legal magazine articles which the real Greenmaple Wellness, Inc. publishes, per license agreements, cost the real company \$14,000 per month in licensing fees to legally use. So, Jensen Media is saving that amount every month by using these articles, slightly modifying them and printing as their

own.

In other words, you seem to be fine if you're with the real Greenmaple Wellness, Inc. the company that now employs Shawn Vint. If you are with the Jensen Media, Inc. knockoff company owned by David Jensen and Jensen Media, Inc. you may be at real risk of copyright law infringements because your website provides these articles to consumers.

Email Message Sent from Greenmaple to Jensen Media 'Clients':

It has come to our attention that as of Thursday August 2nd, attached to your website, numerous plagiarized articles are appearing in a version of an online magazine hosted by a company called Jensen Media (www.jensenmedia.ca).

These articles, along with their original sources, is posted here for your review:

<http://www.greenmaplewellness.net/site/augustcompare.html>

Although in our original contacts with these writers and publishers we are only making known the company originally responsible for these acts (Jensen Media), on Friday next, August 10th we will also be forwarding to them the contact information of the companies that we have been made aware of, that we realize in most instances are unknowingly posting this unauthorized material. Whether they pursue litigation against your company besides or in conjunction with Jensen Media should you choose to disregard this notice will be at their sole discretion.

We wish you or your company no harm, which is the reason for this email. Although it is not our intent to harm your business it is our intent, as an internet company which utilizes paid for, original content, to expose companies practicing this sort of deception, and the companies assisting such efforts.

Having these articles on your website places a legal risk on your company should any or all of the writers/publishers to whom the copyright of these articles legally belongs decide to pursue it. This email is an advisory to remove such material if you deem it to be a risk to you and your company. If you have already removed the material mentioned above, please disregard this notice.

Greenmaple Wellness Inc.
1-888-355-1055 toll free
www.greenmaplewellness.net

Jensen Media's Alleged Plagiarized

Alcohol Abuse And Our Children

- unsourced

...Statistics show nearly 80 of high school kids have tried alcohol, and many of them long before they are legal to drink.

We can not ignore that children will experiment with alcohol, even though it's not safe or legal. To help prevent alcohol abuse in children we must begin discussing the topic of alcohol with our kids at an early age; continually communicating about it as they grow older. ...

...Saying "No"

Your child should feel comfortable in asking questions about unknown substances; remind them to leave a situation if they feel uneasy. If they are heading out with friends, make sure they have money for transportation so they are not dependant on their friends for a lift home - don't leave your child at someone else's mercy. Make sure your child knows to never accept a ride from someone who's been drinking - encourage them to say "no thanks".

Risk Factors

As parents we must teach our children that life is full of unavoidable ups and downs, and drinking alcohol to escape reality will only make those negative situations worse.

Research studies show that children who have problems with self-control and self-esteem are more likely to drink. They feel that drugs are the answer in helping them deal with their problems. They may even feel a lack of closeness with their families, or insecure about certain things in their life

Office Workout: No Excuses! - unsourced

... Squats:

While standing in front of a chair sit back into a squat position as if you were about to sit down in it. Keep your weight on your heels and your knees behind your toes. Just as your butt is about to touch the chair, push yourself back up to standing position using your legs.

Chair Crunch:

Sit tall in your chair with your feet flat on the floor. Begin to slowly round your upper back downward until you feel your abdominal muscles tighten. Hold for 3-5 seconds, and then return to the start position.

Calf Raises:

Placing your hands on a desk for balance, lift yourself up onto the balls of your feet. Hold this position for about 5 seconds, and then lower yourself back down slowly. ...

Desk Pushups:

Standing 4-5 feet away from your desk, place your hands on the edge. Then while relaxing your lower body, lower your chest towards the desk and stop about 3-6 inches away. Pause for a few seconds before pushing yourself back up to the starting position.

Seated Triceps Lift Backs:

Sitting up straight in your chair, place your arms at your sides with palm facing forward. With your elbows locked and arms straight, slowly bring your elbows up behind you until your triceps tighten. Hold this position for a few seconds before pushing yourself back into the starting position.

Original Jensen Media Used

Kids and Alcohol

-Source: www.kidshealth.org - Angela Kates

...Some research has shown that nearly 80% of high school kids have tried alcohol.

Although experimentation with alcohol may be common among kids, it's not safe or legal. To help prevent alcohol abuse in children, it's a good idea to begin discussing alcohol use and abuse with kids at an early age and to continue openly communicating about it as they grow up. ...

... Teaching Your Child to Say No...

- ... leave a situation if he or she doesn't feel comfortable with what's going on. Make sure your child has money for transportation or a phone number where you or another responsible adult can be reached.

- Teach your child never to accept a ride from someone ...

- Encourage your child to say "no thanks" if he or she is offered an alcoholic drink.

... drinking alcohol to escape difficult times can make a bad situation much worse.

Children who have problems with self-control or low self-esteem are more likely to ...

An Exercise Routine You Can Do at The Office – Source: Jim O'Neill

... Chair crunch:

Sit tall in your chair with your feet flat on the floor. Begin to slowly round your upper back downward until you feel your abdominal muscles tighten. Hold for 3-5 seconds, and then return to start position.

Squats:

Stand up in front of your chair. Sit back into a squat like you are sitting back down in your chair, keeping your weight on your heels and your knees behind your toes. When you are almost touching your chair with your butt, push yourself back to the standing position using your leg muscles.

Calf raises:

Stand in front of your desk and put your hands on the desk for balance. Lift yourself up onto the balls of your feet. Hold for 3 to 5 seconds, and then lower yourself back down to the floor.

Desk pushup:

Stand 4 to 5 feet away from your desk and put of your hands on the edge of the desk. Relax your lower body and using just your arms, lower your chest down toward the desk and stop when your chest is about 3 to 6 inches away from it. Then push yourself back up to the starting position again using only your arms.

Seated triceps lift backs:

Sit tall in your chair. Put your arms down at your sides with your ...



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...Donna Krech

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tossing back diet pills, eating pre-packaged meals and listening to the newest diet guru or fitness expert. The trouble with these solutions is that virtually every new program that comes along or every guru that talks out there is preaching what to do with food, how to prepare food or very simply what food to eat! And way too many fitness experts are screaming (sometimes quite literally) to push ourselves, push ourselves more, more, MORE!!

"Calories in, calories out," they bellow. "You just need to burn off whatever you put in!" The trouble here is that someone with weight

to lose believes exercise is nothing more than a punishment for being overweight and most often they put exercise near the *bottom* of the list of things they desire to do. Until we fall in love with the benefits of fitness, most people **WITHOUT** weight to lose feel the same way.

As a veteran in the business of weight loss and fitness since 1982, I find all of this focus on food and fitness ridiculous! I don't even tell people I'm in the weight loss industry. I tell them I'm in the weight loss, weight gain industry because until our concept, there hasn't been a weight loss solution that's permanent.

It seems with every year that passes there are

more and more "answers" and fewer results. Unless you count obesity climbing as a result, because that's exactly what has happened! The reason is so elementary that once I explain it to you, you may just want go back to all those folks who sold you a diet and ask them, "What on earth were YOU thinking?"

The fantastic news is that once you're equipped with this information, your life is going to change. Know that once you begin to realize how big a role thinking plays in being thin, you will discover it's actually easy to lose weight and keep it off. You're about to learn that everything you ever needed in order to lose weight permanently was inside of you all along. And it's

not what you're friends have told you like, "Why don't you just push yourself away from the table?"

Let's look at the three examples we've talked about. One was to focus on a way of eating or the diet that was going to make you thin. Another was exercise, movement that would burn off calories. The last one was the classic pushing away from the table. Now here comes the fun part!

Don't look down

Imagine you're walking on a swinging bridge. A wooden and rickety swinging bridge. Picture the bridge suspended 1,000 feet above a rocky ravine. One last thought to add to the story.

You are terrified of heights. Now, somehow you manage to get yourself to start walking across. In your mind reverberate the words, "Don't look down, don't look down. Whatever you do, DON'T LOOK DOWN!" What do you feel compelled to do? What, to your horror, do you find yourself doing? Yep!! You're looking down!! The VERY thing you DON'T want to do you're saying to yourself over and over again. Imagine how much better and easier the whole thing would be if your focus was, "Look straight ahead. The other side is so beautiful. Getting there is easy!"

It's like saying, "Don't smoke." *Don't* is a negative
(See **Donna Krech** page 28)

A Message from Fitness Management & Consulting...

When The Going Gets TOUGH The Smart Get Help™

Jim Thomas is the well-known founder and president of Fitness Management USA, Inc., a management consulting and turnaround firm specializing in the fitness and health club industry.

With over 25 years of experience owning, operating and managing clubs of all sizes, Mr. Thomas lectures and delivers seminars and workshops across the country on the practical skills required to successfully build teamwork and market fitness programs and products.

Since forming Fitness Management, Mr. Thomas has been turning health clubs around at an amazing rate and garnering a reputation as a producer of change...a sharp-eyed troubleshooter, a brilliant sales trainer, and a motivator. Fitness Management provides programs that show measurable results and Jim's team is proud of their ability to glean profit from every square foot of a client's investment.

A dynamic, articulate motivator, Mr. Thomas exudes confidence without artifice and accomplishes wonders without the bruised feelings that can so often accompany change. "We pride ourselves in reaching people and motivating change in a way that encourages self-esteem on the part of the players."

Whether you operate a health club, fitness center, gym or other type club, Fitness Management and Jim Thomas have a program to fit your need, expand your market base, and keep your members and staff productive and enthusiastic. Jim Thomas may be reached at 800-929-2898, jthomas@fmconsulting.net or www.fmconsulting.net.



Jim Thomas

...Bally

continued from page 3

not receive approval by the company. Bally Total Fitness management pressed on and filed Chapter 11 on July 31, 2007, an act that left all Bally Total Fitness stockholders with nothing.

This author has labored over the potential bad industry PR ramifications of a bankruptcy for Bally Total Fitness. I am very relieved because I was wrong.

The person that was right on this matter is a long-time industry friend of mine who predicted three months ago that "Bally filing bankruptcy will not be major national news." I am very glad he was right. Our industry should be glad he was right, as well.

Now, excerpts from the SEC Form 8-K made available to the public and industry news sources:

BALLY TOTAL FITNESS HOLDING CORPORATION FORM 8-K

Current Report

"Item 1.03 Bankruptcy or Receivership

On July 31, 2007, Bally Total Fitness Holding Corporation (the "Company") and substantially all of its domestic affiliates (collectively, the "Debtors") filed voluntary petitions for relief commencing reorganization cases (the "Chapter 11 Cases") under chapter 11 of the United States Bankruptcy Code (the "Bankruptcy Code") with the United States Bankruptcy Court for the Southern District

of New York (the "Bankruptcy Court"). As part of the Chapter 11 Cases, the Debtors also filed with the Bankruptcy Court their Joint Prepackaged Chapter 11 Plan of Reorganization dated June 27, 2007 (the "Plan") and accompanying Disclosure Statement of same date, each of which was previously attached as Exhibit 99.2 to the Company's Form 8-K dated June 27, 2007, which, among other things, describes the terms of the Plan.

The Debtors will continue to operate their businesses as debtors-in-possession under the jurisdiction of the Bankruptcy Court and in accordance with applicable provisions of the Bankruptcy Code and orders of the Bank-

(See **Bally** page 28)

...CheckFree

continued from page 3

payments and fraud and risk management, among others. Fiserv currently serves almost 6,000 core processing clients and all top 100 banks in the U.S. CheckFree's Electronic Commerce business serves 21 of the top 25 financial institutions in the U.S. and processes more than 1 billion transactions per year.

"CheckFree's industry-leading payment and Internet banking capabilities will significantly accelerate our strategic transformation, extending our service platform to the largest financial institutions," said Jeffery Yabuki, President and Chief Executive Officer of Fiserv.

"This combination allows us to deliver the best available solutions to all of our clients to enhance growth today, and into the future. An important objective of the transaction is to tightly integrate electronic bill payment and settlement capabilities with our core account processing and risk management solutions to create a unique value proposition unrivaled in the marketplace today."

"By joining our complementary technology and capabilities with Fiserv and its unparalleled footprint, this new combined entity will broaden Fiserv's offerings to customers worldwide," said Pete Kight, CheckFree Chairman and Chief Executive Officer. "In particular, it will

significantly accelerate the delivery of next-generation services to financial institutions and their customers. CheckFree's broad range of offerings will also enable Fiserv to round out its ability to deliver solutions that address the challenges of an evolving U.S. payments landscape and help facilitate the growth of the managed accounts industry."

In conjunction with the closing of the transaction, Kight will be employed by Fiserv and appointed to its board of directors.

"Pete's demonstrated results in building one of the world's leading payment and transaction processing companies are a testament to his

(See **CheckFree** page 28)



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...Donna Krech

continued from page 26

approach and *smoke* is the very thing you don't want to do! The message sent to our mind is clearly what we DON'T want to have happen! When we focus on something like, "My lungs expand fully as health and energy surge through my body 24/7!" Guess what? You got it! You'll begin smoking less and more importantly, you will find it so much easier to quit!

If the route you've chosen to lose weight puts the focus on what you eat, you're going to be told about the foods you are "allowed" to eat. Highlighters or red pens will be used on the food diaries you keep to place even more focus on what? THE FOOD!! What's going on in our minds when this occurs? We're processing what we can and can't have. If we can muster up any motivation at all, it's based on NOT wanting to be FAT... or wanting to LOSE the WEIGHT... or staying AWAY from a certain type of food!! Again, we're thinking about what we DON'T want!!! Stop the madness!!!

Look again at what's written there! We focus on what NOT to do! It's a double negative. We need a positive-positive in order for success to come in any realm, be it our personal life goals, our business or our weight. You see, our minds comprehend negative language 50% slower than positive language.

...Bally

continued from page 26

ruptcy Court.

The Plan was accepted by 98.8% in number and \$203,877,690 (or 99.9%) in aggregate principal amount of the voting holders of the Company's 10 1/2% Senior Notes due 2011 and by 78.0% in number and \$276,532,800 (or 98.9%) in aggregate principal amount of the voting holders of the Company's 9 7/8% Senior Subordinated Notes due 2007. The Debtors have requested that the Bankruptcy Court confirm the Plan as quickly as possible. A specific date for the Debtors' completion of their reorganization cannot, however, be estimated at this time.

So if nothing other than this was the case, we wouldn't succeed because our brain doesn't know what on earth we're talking about! But there is more to it than that. Rather than repeating in our minds what we DON'T want to see happen or what we need to STAY AWAY from, if we focused on what we WANTED to see occur, the simple truth is we'd begin to see it. Our minds hear what we want and begin to see it as who we are. Thus, our mind begins to cause us to behave accordingly. Truly, it's this easy.

Think about this with regard to working out. We join a gym or buy the most recent product that tells us we'll drop seven dress sizes in one month or some crazy nonsense claim like that. Reflect back, what's going on inside your head at the time? "I do NOT want to be OVERWEIGHT... or I HAVE to exercise so I can LOSE.... or I've GOT to MAKE myself do this." Again I say, "GOOD GRIEF!" Do we truly wonder why we haven't been successful when we keep telling our minds what we MUST NOT do or keep repeating the words over and over that we don't want to see come to fruition?

So, let's stop the madness here and now! The next time you see one of those ads reading, "She lost 113 pounds... see what she ate." Or, "Her workout only took 20 days... learn it now," stop and remember that focusing on the food or the

workout is NOT going to be your key to success. Focusing on the result you want is the key.

If we focus on the food or the workout it would be like focusing on what the bridge is made of or what length it is. While these components are involved in how you get to the other side, focusing on getting there is what causes you to do so. This is true with your thinking and weight management too. Focus on *why* you want to be thin and the *how* will be infinitely easier.

Anyone who's made a habit of exercising regularly or eating in a healthy way does so because they know their *why*, not because they focus on what to eat or how to move. Even those who have built the habit into their lives or have the self-discipline to do what they need to possess these traits because their *why* was in place long ago.

Remember, when the *why* is strong enough the *how* is easy!!

That's it! That's the secret to permanent weight loss and the secret to looking better, feeling better and living longer. I've seen this secret bring about immeasurable success. I'd love to help you find yours or help you increase your income by helping others find theirs.

On the rare chance you're not convinced that permanent weight loss re-

sults come about as a result of your thinking, let me share a quick example of how ALL good and positive results come from thinking. My friend's mom has terminal cancer. As he was attempting to share with her and the family about the power of thinking and they were all arguing with him, he came up with what may be one of the most incredible examples of the power of thinking that I've ever heard!

He asked his mom if she would be willing to picture a mass of cancer in her body. He asked her if she'd be willing to close herself off in her room, alone in the quiet for about 15 minutes or so every day. He told her to imagine during her brief seclusion, as clearly as she could, a grey-blackish mass the size of a golf ball residing inside her body. He then asked her to focus all her thoughts on seeing it grow. He said, "Just picture it growing steadily at first, you know, a tiny bit day by day. Then, after a few days see it growing bigger and bigger, consuming more and more of your body.

She looked at him and shouted, "I'm not going to do that!"

"Why?"

"Because that might actually make it grow faster!"

"Really Mom, do you really believe that? That's great if you do. That's what I've been trying to tell you. If you're telling me that you don't want to think about it growing, that you don't want to con-

centrate on that because that could actually make it occur, then isn't it also true that the opposite could have an equal and opposite effect?" They embraced the idea at last and her attitude and her hope turned upward.

We become what we think about

I've lived this time and time again in my life. I've watched my own husband beat four cancers. Even in business, I'll be transparent and share with you, I've allowed thoughts like, "I can't do this anymore, I'm drowning, I'm never going to make it!" to nearly kill my success! When I changed my thinking, my business just EXPLODED!! Thinking changes everything!!

I've been honored to help thousands of folks make millions of dollars using this philosophy in business and now we get to share it with the world in weight loss! Earl Nightingale says, "We become what we think about." What are you going to become?

Keep Believing and Keep Thinking on What YOU Want!

Donna

(Donna Krech is the President and owner of Thin&Healthy Total Solutions®. To contact her send a note to mbigler@thinandhealthy.com or call us at 419-991-1223.)

...CheckFree

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energy, vision and strategic leadership," said Donald F. Dillon, Fiserv Chairman. "We will be thrilled to have him on our board."

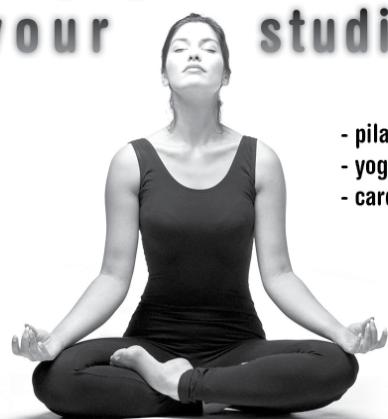
Fiserv expects to realize more than \$100 million in annualized cost savings and more than \$125 million in annualized revenue synergies. For 2008, the transaction is expected to be accretive to Fiserv's underlying cash earnings per share. The transaction is expected to be completed by December 31, 2007, subject to regulatory approvals, approval by the CheckFree shareholders and customary closing conditions. After closing, the

combined company will have pro-forma revenue of about \$6 billion, employ more than 27,000 associates world-wide and be the leading provider of technology processing solutions to banks and financial institutions.

"We are impressed by the people of CheckFree. Their cultural commitment to clients is consistent with how we do business and this combination will create significant growth opportunities for all of our people," said Yabuki.

No changes in the Health & Fitness Division were announced or are anticipated.

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Gary Borgatede, GM - Elmwood Fitness Center

referrals

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Bill Deitz, GM - Auburn Racquet & Fitness Club

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Mike Revere, Manager - Sentara Hampton Health and Fitness Center

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John McCarthy, former Executive Director of IHRSA

...Norm's Notes

continued from page 22

ing 500 miles to lose what, in some cases, is 200 pounds? I guarantee that if we can get a TV show that shows people that if they've let it all go and are 100 or 200 pounds overweight that they are essentially committing weight loss suicide trying to do it the way **The BIGGEST LOSER** and now, the **FAT March** show you do it. I think we should teach them that they should lose the weight slowly, not fast: 1/3 to 1/2 half a pound per day, max. Sure, for a person to lose 100 pounds, it's gonna take 303 days at 1/3 of a pound per day. For 200 pounds that's gonna take them 606 days. Yes, almost two years. But do you think they gained 100 pounds in 303 days or 200 pounds in two years? Most very likely not. I think people should be taught the JOY of movement slowly to start, surely, regularly moving everyday of their lives. They need to be taught that moving should be an integral part of their lifestyle. And, I think they should be taught weight loss methods without

fear of the agony through which these two shows sell advertising. Donna has already hosted one non-prime TV show and is involved in the development of another. But, I'd love to see some of the industry's real smart players get together with Donna and create yes, a TV show that tells and shows people how it should be done if one wants to make a safe, healthy lifestyle change, the result of which will be their weight loss over a long haul. NOT a show focused on speedy weight loss and on just FAT people being tortured. I logged over 6,000 miles walking everyday from 3.2 to 9.6 miles for 18 months to lose my 110 pounds. Sure, I am still walking everyday, too. But, 2.5 years ago I added strength training and I should have done that sooner. But, I did change my lifestyle permanently and movement will be with me until the day I kick the bucket. So...**STAY TUNED.**

• Best wishes to tri-athlete and **Ironmom, KAREN O'RIORDAN** in her training for the **Ironman Race** in Hawaii. She qualified by winning her age division in

the **Ironman Brazil** recently. She is was just elected to the **Board of Directors of The Blazeman Foundation for ALS**. Please, on behalf of my friends, our industry's **Ironman, AUGIE NIETO** and for Karen's efforts please make a donation to support the fight against ALS. Tax deductible donations may be made by check (preferred due to c/c fees) or by credit card. Send check donations to **The Blazeman Foundation for ALS**: C/O Karen O'Riordan, P. O. Box 28966, Atlanta, GA 30358. Credit card donations before October 1st: <http://januscharitychallenge.kintera.org/WorldChampionship07/>

kkor
 • Women who are obese before pregnancy face a higher risk of having babies with a variety of birth defects than women with a healthy weight, a new study suggests. This alarming report provides research you should share with your members and that should be known by millions and millions of younger overweight/obese women in America so they will get active and lose weight. The study's lead author, **University of Texas**

bers
 47. I am purchasing! (2 words)
 49. Go away!
 50. Outside of a hamburger
 52. Director of the NFBA Nikki ____
 53. Old, for short
 54. Time periods
 56. Terminates
 58. One of the founders of 1 across: Howard ____
 60. Type of muscle
 63. Once round the running track
 64. Club special activity/gathering
 67. Location on the web
 68. Loyalty program that bonds members to clubs
Down

1. Name of Owner of Lifestyle Family Fitness which is offering free 2-month memberships to youngsters.
 2. Conference, for one
 3. Eye part
 4. Let go
 5. Important
 6. Tender loving care (abbreviation)
 7. ____ ball
 8. Select
 9. Over there, old way
 12. Eternity, almost
 14. Drink a bit
 16. Goal
 21. A can ____ person
 22. Author of "The Extreme Fat Smash Diet": Dr. ____ Smith
 23. Expression of surprise
 25. Co-founder of "MarketMy Club": ____ Robb
 26. Co-creator of 1 across: Rick
 27. Get staff for
 29. Treadmill ____ bike?
 31. Student score (abbreviation)
 33. Friendly gesture that goes with a smile: a proven winner for club expansion!
 35. Expression of hesitation
 37. Branch
 38. Accounts payable (abbreviation)
 39. Bar, sort of
 41. Vegas hotel location for the National Trade Trade Show in September 2007
 42. Morning time
 44. ____ Carpenter who is one of the owners of The Hockassin Athletic Club which has had spectacular pre-sales num-

researcher **KIM WALLER**, recently reported results of the study on 15,000 women in eight states that indicated that obese women faced double the risk of having babies with **spina bifida**, than women of healthy weight. With spina bifida, the most common disabling birth defect in the United States, the spinal column fails to close properly. That often leads to leg paralysis, learning difficulties and other serious problems. Very heavy women also were 60 percent more likely to have babies born with a rare defect in which abdominal organs protrude through the belly button; 40 percent more likely to have heart defects; 36 percent more likely to have shortened arms or legs and at least 20 percent were more likely to have any of several gastrointestinal deformities

• **Here are two LATE**

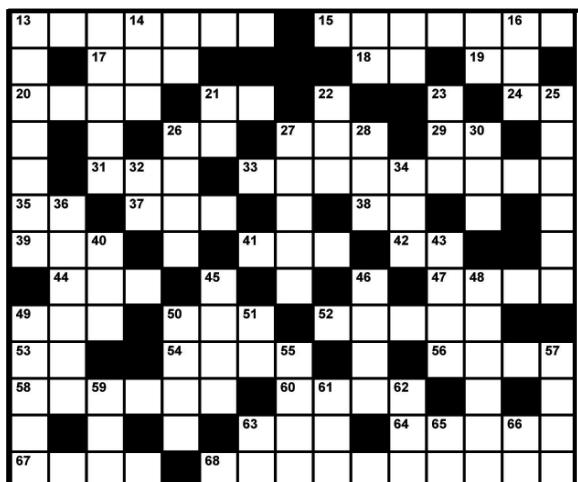
BREAKING NEWS items:

- **Bally Total Fitness Chapter 11** bankruptcy filing on July 31, 2007 didn't take long to cause additional news when today **Harbinger Capital Partners** agreed to pay **\$233.6 million for 100% of the common equity in the**

reorganized company. Bally filed an amendment today seeking to have the Court amend the originally filed plan without further vote solicitation, to enter into an agreement allowing the investment by Harbinger and to set forth an agreement stating the parties commitment to the plan throughout the bankruptcy. **STAY TUNED!**

• **Nautilus announced on August 13th that CEO GREGG HAMMANN** is stepping down immediately as Nautilus stock one week ago hit an all time low. **ROBERT FALCONE** will step in as interim **CEO**.

• **God bless our troops, airmen and seamen** as these brave men and women risk life and limb everyday for all of us in Iraq and the Middle-East. **God bless their families** for the sacrifice they make for all of us. **God bless the citizens of IRAQ** as they deal with daily death and destruction from suicide bombers. **God bless you and your family. God bless America.**


Across

1. Online company that provides good leads to clubs for new memberships
7. Writer of "Successful Programs for Fitness and Health Clubs: 101 Profitable Ideas (goes with 15 across)
10. Regret
11. Zodiac sign
13. National pandemic
15. See 7 across
17. It is, poetically
18. Near Term, for short
19. Emotional intelligence (abbreviation)
20. Somersault
21. Medical expert
24. Manuscript, for short
26. Company

27. Get staff for
29. Treadmill ____ bike?
31. Student score (abbreviation)
33. Friendly gesture that goes with a smile: a proven winner for club expansion!
35. Expression of hesitation
37. Branch
38. Accounts payable (abbreviation)
39. Bar, sort of
41. Vegas hotel location for the National Trade Show in September 2007
42. Morning time
44. ____ Carpenter who is one of the owners of The Hockassin Athletic Club which has had spectacular pre-sales num-

46. Face2Face Systems, ____ Brown
47. another keynote speaker at the Las Vegas IHRSA event
48. Stretcher, in a way
49. ____ Gym Franchise Association
50. Do better than
51. Not applicable (abbreviation)
55. Jazz singing
57. Rests
59. ____ race
61. Spring month, for short
62. "A ____ Good Men" movie
63. "Fearless" star
65. Blue Ridge Mountains locale
66. Bismarck locale



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Sincere Thanks, Gratitude and Appreciation to:
 All who have advertised, purchased subscriptions, read and pitched in as Contributing Authors. We are now finishing our 14th year of publication!
ACC of you are on the "Team" that **makes CLUB INSIDER**. We will be grateful to you forever. I appreciate and LOVE 'ya!

Very sincerely, Norm Cates, Jr.



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Chief Operations Officer, ABC Financial Services

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