

Norm Cates'

CLUB INSIDER

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By: Justin Cates

IHRSA 2021 is on the horizon, and we are beyond excited to soon be reunited with our friends and colleagues from around the industry in *Dallas, Texas, October 13 - 15*. If you haven't booked your air, hotel and registration, do so today by going to ihrsa.org/convention! This is the event you do not want to miss.

To that end, kicking off our IHRSA 2021 coverage, and doing our part in serving the loyal advertisers who have helped *Club Insider* survive the pandemic thus far, we want to provide a must-meet list while you are attending IHRSA 2021.

The Club Insider Advertising

Team is comprised of companies across almost every operational component of a successful health and fitness club business. You cannot go wrong with any company on this list, so we invite you to read on to learn more about these great folks.

Club Insider's Premium Position Advertisers:

Crunch Franchise

Crunch has been around for more than three decades, originally making its debut in New York as a boutique studio. Crunch Franchise entered an extremely competitive and crowded space in 2010. It has quickly become the fastest growing

franchise gym in the industry and the #1 high-volume, low-price fitness option in the country, offering the most for the least. It's the ultimate franchise business model that not only has grown the Crunch brand but helps entrepreneurs take on a successful investment with more reward for less risk and fully engaged training and guidance.

Crunch Franchise provides more than 1.7 million members across 360 gyms worldwide more offerings for their money than any other gym. A \$19.95 per month membership rate includes access to the gym, one-of-a-kind, proprietary group fitness classes, the HIITZone, small group and personal training and so much more. Crunch Franchise believes in making



serious exercise fun by fusing fitness and entertainment and pioneering a philosophy of "No Judgments" for a diverse global (See *Advertising Team* Page 10)

Excitement Builds for IHRSA 2021: *Full Program Now Available*

BOSTON, MA - IHRSA's 40th Anniversary International Convention & Trade Show (IHRSA 2021) website is now live and includes a registration portal, the complete three-day schedule and more. From October 13 - 15, 2021, the health and fitness industry will converge at IHRSA 2021 in Dallas, Texas, at the *Kay Bailey Hutchison Convention Center Dallas*. The occasion marks the association's 40th anniversary, and the first time the industry will physically gather after a two-year hiatus.

"More than ever, it is important for all of us to come together and celebrate the resiliency of the fitness industry and the impact we collectively create by promoting healthier lives," said **Bill Davis, CEO of ABC Fitness Solutions, LLC**. "IHRSA 2021

will be the time to ignite creativity and redefine innovation for the future."

This year, attendees will have more than 80 education sessions to choose from and can expect to hear insights from three world-class keynote speakers:

Diana Kander, best-selling author, entrepreneur and innovation consultant, presents *Competing on Value Instead of Price* on Wednesday, October 13. (Sponsored by ABC Fitness Solutions);

Kenneth H. Cooper, M.D., MPH, Founder and Chairman of Cooper Aerobics, presents *Preventive Medicine: It's More Beneficial & Cost Effective to Prevent Disease Than it is to Find a Cure* on Thursday, October 14.

(Sponsored by MXMetrics);

Scott Stratten, best-selling author and President of UnMarketing, presents *The Age of Disruption: Everything Has Changed and Nothing is Different* on Friday, October 15. (Sponsored by Matrix Fitness).

IHRSA has discounted rooms available in four local hotels. Be sure to book your stay at one of the official IHRSA 2021 hotels before they fill up:

SOLD OUT - *Omni Dallas Hotel*, 555 S. Lamar Street, Dallas, TX;

Aloft Dallas Downtown, 1033 Young Street, Dallas, TX;

Fairfield Inn & Suites Dallas Downtown, 555 Evergreen Street, Dallas, TX;

TownePlace Suites Dallas Downtown, 555 Evergreen Street, Dallas, TX.

Rickard Blomberg, President of Eleiko Sport Inc., urges health and fitness industry professionals to attend IHRSA 2021 to improve public health. He said, "Health and fitness have never been more important, and Eleiko is committed to supporting the industry to recover. The time to get together in person, to share ideas, and to work towards getting more people stronger, healthier, and fitter is now."

Visit the ihrsa.org/convention for more information and to register today.

Inside the Insider: Edition #332

■ Exercise IS Medicine - By: Mike Alpert

■ The Surprising Link Between Environment, Mood and Club Success - By: Bruce Carter

■ Proactive Prospect Relationship Building and Follow-Up Plans - By: Karen Woodard-Chavez

■ Life Lesson from an Outdoor Cyclist: *Just Keep Moving* - By: Jeffrey Pinkerton

■ Crunch Franchise Announces Newest Location in St. Petersburg, Florida

■ OLC Announces Completion of the Lake Nona Performance Center

■ And, of Course, *Norm's Notes*

Norm's Notes

■Hello Everybody! This is your Club Insider Founder and Tribal Leader Since 1993 checking in with our 332nd monthly edition! I hope this finds you, your family and ALL of your club's staff and members doing great and avoiding the Coronavirus!

■Is America a GREAT COUNTRY or what!? While I sit here today having continued to avoid COVID-19, one thing comes to the top of my mind: *I wonder how you and your family and clubs are doing?* WELL... I HOPE! I'd love to hear from you at norm@clubinsideronline.com.

■Folks, our industry has experienced the loss of, MIKE CHAET, a man who devoted his life and career to helping others. The following message was sent to me by our great friend, DARON ALLEN of VFPnext:

"It is with heavy hearts that we share with you that the Chaets' have lost a husband, father and grandfather and that CMS and the health club industry have lost a legend, mentor and friend. MIKE, aka 'The Clubdoc,' CHAET left us this morning. We know that he lives on in the love, books, systems and wisdom he shared. The family

would like you to know that the messages you sent in the last few days were 'priceless' to them. In the upcoming days, the family will be closing the 'loops' that come at a time like this. If we could continue to filter messages and support through Nona, she will make sure that they get to the family in an effort to help manage what is an overwhelming time for them. Peace and love to you all!"

May MIKE CHAET Rest In Peace.

■Folks, this month kicks off our IHRSA 2021 Coverage, and we begin with a cover story featuring the Club Insider Advertising Team, many of which will be exhibiting at IHRSA 2021! We hope you will take some time to learn about these great companies and what they can do for you. Keep in mind, they keep the Club Insider presses rolling, and for that, we thank them! And, of course, we thank you for reading! Check out this month's cover story beginning on Page #3.

■Welcome Back to Ohlson Lavoie Corporation (OLC) and Roundtables for Executives (REX) as they rejoin the

Club Insider Advertising Team. OLC is an architecture design firm focusing on recreation, aquatics, healthcare, wellness, hospitality, spa, resort and lifestyle spaces. They are celebrating 60 years in business! Check out the OLC Ad on Page #21. REX is a global organization that runs mastermind groups for club business owners and chief executives, including over 275 of the top clubs and organization (2,700+ clubs) in our industry. REX currently runs 19 mastermind groups of owners, executives and senior staff. REX' new Ad will appear in our September Edition. Additionally, welcome to my friend, Vanessa Hundley, and Atlanta Casino Events, as they join our Advertising Team this month. If you're looking for a unique event at your club, definitely take a look at a fun Casino Night! See the Ad on Page #8.

■Last month, I Tipped My Black Hat to BRENT DARDEN for the remarkably excellent job he did for all of us as IHRSA's Interim CEO and President for the past year, in which our world fought through this dreaded pandemic. Today, I'm compelled to Tip My Black Hat once again to Brent... just one more time... to express the depth of my sincere Appreciation to him for a job well done over the past year! THANKS AGAIN, BRENT! CONGRATULATIONS also to the IHRSA Board of Directors for their months-long search for IHRSA's new CEO and President and their wise choice of: Ms. ELIZABETH CLARK! Stay Tuned folks, as Ms. Clark will be the Club Insider Cover Story Subject for our September 2021 Edition.

■Hats off also to IHRSA's JAY ABLONDI, KRISTEN WALSH, MELISSA RODRIGUEZ and to all of those who contributed to the content of the 2021 IHRSA Global



Norm Cates

Report: The State of the Health Club Industry. Folks, this is World Class Work! Therein, you will find an amazingly in-depth and informative report on the status of our industry worldwide. So, I want to say Thanks and express my sincere appreciation to Jay, Kristen and the entire IHRSA Team involved in this remarkable 2021 IHRSA Global Report production for the fabulous job they did on this 86-page, in-depth creation.

■Our good friend, RICK CARO, a 48-year veteran of the industry and President of Management Vision, Inc., a leading consulting firm specializing in the club industry, weighed in on the club world that we all live in with these astute comments to IHRSA's Board Chairwoman, CARRIE KEPPEL: "Compliance with mandates caused many clubs, especially single-activity studios, to close because their (See Norm's Notes Page 7)

About Club Insider

CELEBRATING 28 YEARS OF TRUST

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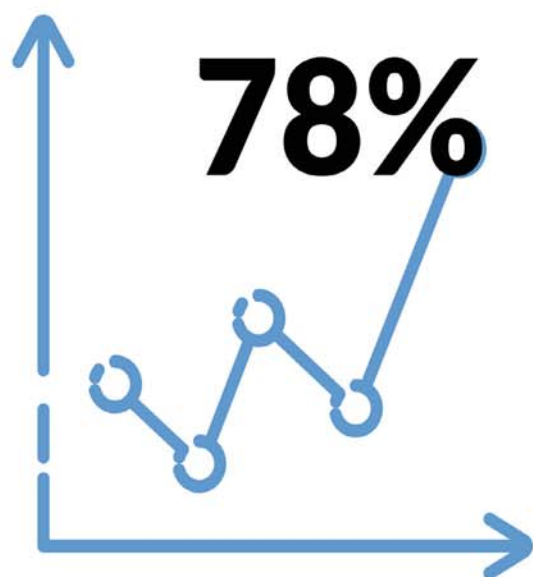
At Club Insider, we are excited to be in our 28th Year of this home-based health and fitness club trade publication! The thought that this publication was founded to serve an industry I truly love, and so that I could become a Mister Mom for my son, Justin, is still intriguing and amazing to us. So, I wish to extend my most sincere Thanks and Appreciation to everyone who has made this amazing 28-year run possible.

A very sincere Thanks and Appreciation go to Rick Caro, the late Dr. Gerry Faust and the Faust Executive Roundtable #1 for helping me decide in 1993 what my home-based business would be. Thanks and Appreciation to my long-time friends, Ron Hudspeth and Cathy Miller, formerly of Atlanta's Hudspeth Report for the tremendous assistance they provided. Thanks and Appreciation to all of the folks at Walton Press in Monroe, Georgia. They've done an absolutely excellent job for us all these years and have printed every one of our monthly editions! And, of course, Thanks and Appreciation to the United States Postal Service for sending those editions to our readers! Thanks and Appreciation to all of our READERS. Sincere Thanks and Appreciation to our Club Insider Advertisers, past and present, for their kind and dedicated support of this publication. Thanks and Appreciation to all of our Club Insider Contributing Authors, past and present. Thanks and Appreciation to IHRSA for all it does for all of us. And, sincere Thanks and Appreciation to my son, Justin, who has become our Publisher and is a truly great partner. You name it and Justin does it each and every month!

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

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

Norm Cates, Jr.



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Exercise IS Medicine

By: **Mike Alpert**

I don't mean to sound like a broken record, but as I have said before, the healthcare system in the United States is broken. Take a look at what we spend on health care, and you will be shocked. In the past 50 years, the cost of health care has risen 820% while our GDP has gone up only 168% and wages have risen a paltry 16%. I think that it is safe to say that it is out of control and unsustainable in the long-term.

In our country, 97% of health care dollars are spent on treatment, which is really sick care, and only 3% is spent on prevention (preventing disease). The current focus is on costly drugs controlled by big Pharma and expensive procedures. This can change.

There is overwhelming evidence in scientific and medical literature that physical inactivity is a major public health problem with a wide array of harmful effects. Seven cancers have been linked to a physically inactive lifestyle. Depression affects 7 million Americans and has been directly linked to insufficient physical activity. More than 30 million adults are estimated to have diabetes, 95% of whom have Type 2 Diabetes, and a new case is

diagnosed every 21 seconds. Diabetes is the most expensive disease in America with a price tag of \$327 billion annually. That is B as in billion. However, this too can be mitigated through physical activity.

In 2012, the *Lancet*, one of the most highly respected medical journals in the world reported that, "in view of the prevalence, global reach and health effect of physical inactivity, the issue should be appropriately described as pandemic."

And, a 2015 article from *JAMA Internal Medicine* states, "there is no medication treatment that can influence as many organ systems in a positive manner as can physical activity."

Exercise can help prevent and reverse obesity, but more importantly, it mitigates the risks and harmful effects of obesity. Exercise lowers the risk of many cancers, but especially colon and breast cancer. It has a powerful effect on the brain and helps with anxiety and depression. It helps to strengthen bones and helps to lessen the progression of osteopenia and osteoporosis. And, it is helpful in the treatment of both heart and metabolic disease.

We are just coming out of a "pandemic" that shut the country (and the world for that matter) down for 15 months.

Obesity, diabetes and heart disease were known, leading risk factors of mortality from COVID. However, little messaging about increasing physical activity and nutrition to combat this increase in risk was communicated. Further, in order to incentivize people to get vaccinated against the COVID virus, we offer them free beer, free Shake Shack hamburgers, McDonald French fries and Crispy Cream doughnuts. Can you imagine? It makes no sense. Why doesn't it register with our elected officials that movement, activity, exercise and good nutrition is what we need? We need to incentivize people to make lifestyle change.

To manage the spiraling health care costs associated with lifestyle-related chronic diseases, health care is moving toward value-based and population health models of care. Lifestyle interventions that provide guidance and support to help doctors convince their patients with chronic conditions to successfully adopt and maintain a habit of regular physical activity will be instrumental.

As an industry that promotes the benefits of regular exercise and proper nutrition, we have a societal obligation to build and maintain healthy communities. The evidence on the cost and health burdens of physical inactivity is overwhelming, and the benefits of regular exercise in the prevention and treatment of chronic disease is irrefutable. There is no better place for physicians to send their patients



Mike Alpert

than an *IHRSA Health and Wellness Club*, clubs that have highly qualified and certified Health Coaches; Personal Trainers and access to Registered Dietitians which can be available through digital sharing. And, one very important ingredient that our clubs have is the social aspect of belonging. *Start thinking about Hearts and Lungs and not just Abs and Buns.*

A merger of health care and fitness programs in communities is no longer an option. *Exercise IS Medicine and everyone needs to take it.*

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

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Crunch Franchise Announces Newest Location in St. Petersburg, Florida

ST. PETERSBURG, FL - Crunch Franchise has announced the upcoming December 2021 opening of Crunch St. Petersburg, a 40,280-square-foot fitness facility, with \$1 million dollars' worth of state-of-the-art fitness equipment. Crunch St. Petersburg is owned by **Vince Julien, Geoff Dyer, Tony Scrimale** and **Jeff Dotson**, creating an ownership team with more than 100+ years of experience in the fitness industry.

Fusing fitness with entertainment to make serious exercise fun, Crunch St. Petersburg will offer top-quality cardio and strength training equipment, a group fitness studio, a hot yoga studio, a cycling studio, saunas, a wellness spa with hydrotherapy, infrared booths, tanning capsules, body imaging equipment and more.

"We are extremely excited to

share the unique experience of the Crunch brand with St. Petersburg," says Co-Owner Vince Julien. "We can't wait to show the community how we combine our "no judgments" mentality with amazing classes, top notch equipment, and personal training, all at an unbeatable value."

Crunch is known for its innovative group fitness programming and will offer a wide range of classes every week, including BodyWeb with TRX, Zumba, Cardio Tai Box, Yoga Body Sculpt and Fat Burning Pilates. Members looking for additional guidance or motivation can utilize the HIITZone, a proprietary high-intensity interval group training program.

See the **Crunch Ad on Page #2.**

...Norm's Notes

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economic model was no longer feasible. Their subsequent lack of liquidity created the immediate need to discontinue their operations. This has caused clubs to close, costing jobs and leaving members with no alternative of needed physical activity and social interaction."

Rick continued: "The health club industry has suffered unimaginable damage to its core, unlike any other crisis ever experienced. As most clubs resume operations, even at a partial level, the challenge is to realistically project the path to reach a new plateau, the new normal."

Carrie Kepple added: "Caro believes this path is dependent on the following external factors: 1. When the full population will receive the vaccine (i.e., both doses). 2. When adults will return to their offices for work. 3. When children will return to in-person school days. 4. When those who lost their jobs will find work. 5. When clubs will have all restrictions lifted (even partial ones in distancing, mask wearing, time-period reservations and capacity limits). 6. Which clubs will finally close permanently."

■ **Congratulations** to my good friend, **CECIL SPEARMAN**, *Founder and Owner of The Spearman Clubs* in Laguna Niguel, California, *former IHRSA President and Board Member* and one of the *former Faust Roundtable #1 members* who helped me create *Club Insider* over 28 years ago, recently received a nice honor. Cecil owns and operates some of the finest sports clubs in Southern California. In early July, Cecil was honored by *Limelight Magazine* in his community as one of the **Top Six Business People in Southern California!** Here's what they had to say about our friend:

"Cecil Spearman is a Duke graduate where he played varsity tennis and was a member of the Sigma Chi Fraternity. He served in the Marines after graduating from Duke and was an FMF Artillery Officer. He later worked at a resort hotel on the Mississippi gulf coast as a Head Tennis Pro and Assistant Manager. In 1956, Cecil became friends with Elvis on his rise to becoming the King! Cecil met his wife Jean in 1960, and they have been married 60 years. He has three outstanding sons, nine amazing grandkids, two step-grandchildren and one great granddaughter. He started his business career in sales and rose to Vice President in ten years. He and his boss started his first racquet club in 1971. After becoming President of a struggling public company in California, he successfully turned the business around, and profits from stock options allowed Cecil to acquire The Laguna Niguel Racquet Club in 1983. Cecil bought and sold many clubs since then and now owns and operates three very successful clubs in Orange County: *The Laguna Niguel Racquet Club*, *the Tennis Club at Monarch Beach* and *the Racquet Club of Irvine*. As you might expect, Cecil has never regretted leaving his career in corporate America!"

Check out www.spearmanclubs.com.

■ **Don't miss Club Industry's Executive Summit**, to be held at **The Gaylord Opryland Resort & Convention Center in Nashville, Tennessee, November 8 - 10th**. The *in-person Executive Summit* is comprised of two tracks:

1. The *Not-for-Profit Track* is tailored to the executive teams of YMCAs, Jewish Community Centers, parks and recreation facilities, university recreation centers and medical wellness facilities.

2. The *Commercial Clubs and Studios Track* is tailored to the executive teams of commercial clubs and studios.

The Executive Summit will bring together executive leaders to network, discuss trends, share insights and address the unique issues of each of these segments of the industry. This is the must-attend event for the leaders and innovators in the fitness industry. Look for more information coming soon! The *Club Industry CEO Summit*, an *invitation-only event*, will be co-located with the Executive Summit. Invitees of the CEO Summit are the leaders of the highest revenue-generating (revenues of \$5 million annually or more, or multi-club companies with annual revenues of \$10 million annually or more) commercial clubs, medical wellness companies, club management companies, and specialty segments in North America.

■ **IHRSA'S One-Click Campaign:** As the *Senate Small Business Committee* works on a reconciliation bill for more relief to the country battling COVID-19, IHRSA is providing a one-click campaign for the industry to use to urge the committee to **include the GYMS Act in the bill**. The U.S. fitness industry was not specifically included in the previous Federal relief bills related to COVID-19, **but that could change with the reconciliation bill that is being worked on now** and that the Senate will take up after its August recess. IHRSA is urging operators of health clubs and studios to write or call their U.S. senators to ask them to support the **Gym Mitigation and Survival Act (GYMS Act)** and **ensure the Senate Small Business Committee includes it in the reconciliation bill**.

The GYMS Act would provide assistance for fitness facilities that were forced to temporarily close during the COVID-19 pandemic, and as a consequence, have struggled to stay in business. If passed, the GYMS Act would create a **\$30 billion recovery fund** in the form of **Small Business Administration (SBA) grants** that would be available to fitness business owners similar to other previous relief programs. The act would allow fitness facility operators to recoup as much as 45% of 2019 revenue or \$20 million, whichever is less. The funds could be used for payroll, rent, mortgage, utilities, insurance and other expenses fitness facilities normally incur. The money could not be used "to purchase real estate; for payments of interest or principal on loans originated after February 15, 2020; to invest or re-lend funds, for contributions or

expenditures to, or on behalf of, any political party, party committee, or candidate for elective office," according to a summary of the bill by IHRSA.

Go to ihrsa.org to learn how you can help get this bill passed.

■ **ELAINE LALANNE** and **GREG JUSTICE** are working on a book about the one and only **JACK LALANNE's** life entitled *Pride and Discipline*. I had the honor to contribute the following and wanted to share it with you:

"The late Jack LaLanne was an American icon of exercise and fitness, a nutritional

expert and a famous motivational speaker who was known as and called 'The Godfather of Fitness.' No other name in the history of exercise even remotely compares to Jack LaLanne's name and history. He was, and in my opinion still is, the most famous name in the history of the exercise world, and yes... in the health club industry. No one else even compares to Jack LaLanne when it comes to the amazing contributions he's made to our industry. I consider Jack LaLanne to have been a good industry friend, and I cherish the personal time I was able to spend with him and his wife, Elaine, at several *IHRSA* (See *Norm's Notes* Page 8)



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and *Club Industry Conventions and Trade Shows* during the past 40 years. The legendary Jack LaLanne set the stage for all of us starting in 1951 with the debut of *The Jack LaLanne Show*, where Jack became the first host of a televised exercise program. When his black and white TV Shows went into syndications in the late 1950s, LaLanne became the face of fitness for viewers across the United States. The program ran for decades with its popularity aided by the feats of showmanship that LaLanne used to advertise the benefits of

peak physical condition. These included two handcuffed swims from Fisherman's Wharf in San Francisco to Alcatraz Island, the second time at age 60 and towing a boat behind him, and a record-setting bout of more than 1,000 push-ups in 23 minutes. The man was one of the most famous people in America, and even today, any of us who had personally known Jack know WHY he was so famous. Jack LaLanne was so famous because he was such a great man. He cared about people, and his love for his viewers came through during all of his performances in front of live audiences in which he would perform amazing feats of physical strength and agility and through

the black and white TV sets across America where he instructed his audience of mostly women who were stay at home Moms. The WORLD is a much better place because of Jack LaLanne."

Go to bit.ly/pridediscipline to order *Pride and Discipline* today.

■ Here in my hometown, we have a great newspaper called the *Marietta Daily Journal (MDJ)*, and they do a really fine job. These folks have been in business since 1866, which was a year after the Civil War. WOW! What a run! Anyway, the MDJ has a very gifted and talented long-time writer named **DICK YARBROUGH**, who has a *classic sense of humor*, and he combines that with his skill on the keyboard to make his columns published on the prime editorial pages 2 - 3 times per week really worth looking forward to and reading without fail. In the MDJ's July 14th edition, the MDJ staff took it upon themselves to write and print a piece entitled: *Dick Yarbrough's Book, "And They Call Them Games," is Being Re-released for the 25th Anniversary of the 1996 Olympic Games*. That headline drew me in big time, and therein, I learned about the book written by Dick which chronicled the 1996 Olympic Games hosted by our city of Atlanta. Here is what I found when I Googled Dick's book title:

"The book is a no-punches-pulled insider's perspective of the Centennial Olympic Games, and the only book written about the Atlanta Games. Based on Mr. Yarbrough's experiences as *Managing Director of Communications and Government Relations for the Olympic Games*, ACOG, the book focuses on the host of issues that ACOG faced in planning and overseeing the Centennial Olympics. These issues, which ranged from the complex to the comical, included the Centennial Olympic Park bombing, the gay rights battles in Cobb County, the uproar over the state flag and the competing needs of local, State, Federal and international relations."

Folks, thinking back now 25 years ago to the night of the bombing in Centennial Olympic Park, I recall it vividly because my family and I were already safely in my car on the way home when that bombing happened. **Thank GOD** my wife, **Ilena**, my son, **Justin**, and I had just left the scene a few minutes before the explosion! Here's a good description of the happening that I also found on Google: "The Centennial Olympic Park bombing was a

domestic terrorist pipe bombing attack on July 27, 1996 at the Centennial Olympic Park in Atlanta, Georgia. The blast directly killed one person and injured 111 others."

My purpose for this Norm's Note is to introduce the **LEGENDARY** and **HUGELY TALENTED GENTLEMAN NAMED MR. DICK YARBROUGH** to our industry and to encourage you all to buy his re-printed book entitled: "*And They Call Them Games*." So, if you find yourself interested in this compelling story about the 1996 Atlanta Olympic Games, the **ONLY** book written about those games and these amazing times during Atlanta's Olympic Games in 1996, I'd encourage you to order the book from Mr. Yarbrough now by going to bit.ly/clubinsider133.

■ **JUSTIN** and I want to say **Thanks for reading Club Insider!**

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

(Norm Cates, Jr. is a 47-year veteran of the health, racquet and sportsclub industry. He is the *Founder and Tribal Leader* Since 1993 of *Club Insider*, now in its 28th year of monthly publication. In 1981, he was *IHRSA's First President*, and a *Co-Founder of the Association with Rick Caro* and five others. In 2001, he was honored by *IHRSA* with its *DALE DIBBLE Distinguished Service Award*, one of its highest honors. And, in 2017, he was honored with *Club Industry's Lifetime Achievement Award*. He can be reached by phone at **770-635-7578** or email at Norm@clubinsideronline.com.)



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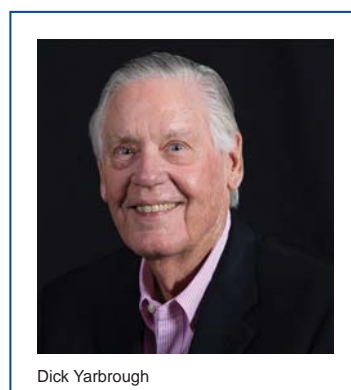
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Donna Krech

P.S. Your members are taking their nutrition and wellness money elsewhere. We will show you how to keep it in your club! Visit WellnessSuccessBlueprint.com to get your FREE Wellness Success Blueprint now!

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continued from page 3

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Email: terri.harof@workoutanytime.com
Website: workoutanytimefranchise.com

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HealthClubExperts.com dba Business Finance Depot (BFD) was founded by Paul Bosley, who has been a club owner, consultant and financing expert in the fitness industry for 47 years. Paul's company specializes in providing equipment leasing, SBA loans and a variety of alternate financing methods. BFD currently has nearly \$80MM in approvals for a wide variety of clients, including key franchisors in the fitness industry.

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Paul has also served as the Leasing Manager for Keiser for many years and is a key leasing source for Promaxima Manufacturing and Woodway. Equipment leasing is an excellent financing method for a new startup business or an existing business trying to expand.

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Phone: (800) 788 - 3884
Email: paul@businessfinancedepot.com
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Email: markw@club-intel.com
Website: club-intel.com

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See Ad on the **Opposite Page**.

Contact: Luke Ablondi
Email: lba@ihrsa.org
Website: ihrsa.org/convention

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Contact: Jeff Randall | Dennie Noecker
Phone: (781) 251 - 0094 | (609) 430 - 8455
Email: jr@jlrassoc.com | dennie@jlrassoc.com
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Website: policconsultantsgroup.com

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See Ad in upcoming **September Edition**.

Contact: Eddie Tock
Email: eddie@rexroundtables.com
Website: rexroundtables.com

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ITS GUARANTEE: Within TWO WEEKS of applying its systems, you WILL make money! If you don't make money, it will do all the work for you, to see that you do!

- Profit in first 30 days, for you.
- Wellness and weight loss results in two days, for your members!

Tired of your gym owning you, rather than you owning it? Want to be more than just a standard fitness facility? STOP sending buyers out of the building! Its proven system will show you how to capture the \$200K - \$1M being taken elsewhere, and instead, keep it in your club.

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Website: wellnessuccessblueprint.com

USA Racquetball



USA Racquetball's desire is to work together and to partner with club/facility owners, managers and employees, to create win-wins: increased profitability for your businesses and preservation of resources you offer that are vital to the survival of court sports, both indoors and outdoors. It really comes down to this: *Handball and Racquetball (and others) need you, and it wants to do its part to support you.* What can it be doing to increase court play, in multiple variations, to justify court retention?

To state the obvious, during this unprecedented time of lockdowns and limitations, the threat to the fitness industry, including court sports, has never been greater. Court closures, sometimes presented as "repurposing," are occurring at many locations. But, while some estimates are predicting as much as a 50% cancellation in fitness memberships, court sports players, long known to be loyal members, will return in droves when they can be safely welcomed back.

After all, and especially when the weather keeps players inside for too many months of the year, courts are vital to keeping players doing what they love to do: *compete, stay fit and socialize.*

See Ad in upcoming **September Edition**.

Contact: Mike Wedel
Email: mwedel@usaracquetball.com
Website: teamusa.org/usa-racquetball

Atlanta Casino Events



Atlanta Casino Events has been supplying quality mobile Casino and Derby entertainment to the Southeast for nearly two decades, thrilling party goers with their lineup of experienced dealers who will have your guests playing like pros before the night ends! Now under new ownership and management, it's still very much a family affair as **Jim Chase, Jr.**, and partner, **Vanessa Hundley**, carry on the legacy of **Founder, Jim Chase, Sr.**, With his deep

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See Ad on Page #8.

Contact: Vanessa Hundley
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Email: atlantacasinoeventsllc@gmail.com
Website: atlantacasinoevents.com

Club Insider's Online Advertisers:

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FlexIt's mission is to make fitness more accessible. Through FlexIt's In-Gym Access, Virtual Personal Training, Connected Training and FlexItPRO offerings, FlexIt connects users to personalized fitness solutions while providing opportunities for partner brands to connect with new audiences.

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(See Advertising Team Page 18)

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The Surprising Link Between Environment, Mood and Club Success

By: **Bruce Carter**

On a recent powerful *IHRSA Webinar* ("United We Rise"), the main takeaway from the speakers was that things have to be done for people to get a positive experience from a club visit, something that improves a person's mood while they are in the club. One of the main reasons that the majority of people, about 80%, do not belong to clubs or participate in regular exercise is that they do not get a benefit right away. The promise of some long-term weight loss, health improvement or disease prevention does not sell most memberships or get people to start and stick with exercise. People need to feel something right away and with each visit. There are many things that can be done to help enhance someone's mood, and it is equally important to be aware of what can upset a person's mood. We will address what can be done in the environment to improve someone's mood.

There are the obvious things, which surprisingly, are often inconsistently provided. The first is the personal interactions with members and staff. A smiling staff is critical. Seeing staff (even cleaning personnel) walk around a club without a smile is unexpectedly uncommon. Studies have shown that smiling releases neuropeptides, endorphins and other natural painkillers. Together, these brain chemicals make people feel good from head to toe. Not only does a smile elevate someone's mood immediately, but it also relaxes the body and reduces physical pain. And, it is a contagious loop, one person smiling helps someone else smile. So, one of the most important parts of a

club's environment is smiling people.

Another key is facilitating personal interaction between members. Members supporting one another with their fitness goals is powerful. Members smiling with one another improves their mood. Therefore, any club design, no matter the size, should provide engaging areas for people to socialize. Seating in lobbies is a must and another great place is outside group exercise rooms. Give members as many options as possible for social interaction. Obviously, this social interaction has been one of the main benefits of successful group exercise/training classes over the years.

The size and the spaciousness of a room also influences an occupant's mood. Studies have shown that ceiling height can influence an individual's notion of freedom or confinement and finds that the height of the ceiling impacts a person's subconscious perception of space and environment. They further showed that people are more creative and focused in rooms with higher ceilings and that their mood is significantly improved. So, whenever possible, go for the higher ceilings, even in locker rooms.

Temperature, quality and movement of air are obvious, and any odors are a clear mood changer. Fans creating a soft breeze are mood enhancers.

In a post-pandemic world, less is more with club design. Cramming a club with equipment or with many different spaces affects mood because spaciousness equals safety and healthiness. The need for open areas for stretching and functional movements are a must, and often, this may mean less "standard" equipment. Mirrors can make an area feel more spacious. Yet, too many mirrors can make out of shape

people feel more self-conscious, so the days of having mirrors everywhere will not help improve most people's mood.

Taking down walls can create a feeling of more openness. Consider railing (glass or cable) over half walls of sheet rock. However, some areas work best with some privacy, such as stretching areas. Many clubs have found putting a turf stretching area right in the middle of the main workout space (a mood buster) gets less use, so such areas are better off to the side.

Lighting that depicts natural daylight affects mood, so too bright or too dim in main workout areas can have a negative effect. Stick with color temperatures of 4,000 - 5,000 K (Kelvin) when purchasing lighting or bulbs. Obviously, windows providing natural daylight are always good for a person's state of mind.

What about sound? Too much noise can add to stress and discomfort. Sound bouncing off of sheet rock walls, mirrors and metal ceilings should be mitigated by the use of sound absorbent panels and flooring. This is also another advantage of higher ceilings.

It is good to think of ways to "soften" the experience of exercise. Flooring comfort is important. Group training and exercise space with softer sport flooring or rubber is welcoming. The days of hardwood floors in group exercise settings are less and less common. One of the reasons there has been growth in turf areas in clubs is that it provides a "soft" experience.

Over the years, a lot of research has been done on colors affecting someone's mood. There are a lot of opinions of color, but in general, clubs want to have energizing environments.



Bruce Carter

Most people need all the help they can get when exercising, so color choices will have more of an effect than most people realize. Here is a quick summary of some key colors:

- White represents purity and cleanliness and can make spaces look larger, but using too much white can make a space look too sterile. Black is a color that often represents power. Unlike white, you would not want to use black as a background color, but it makes for a great statement color and exciting contrast.

- Red is a powerful color, and in having the ability to stimulate people, it can be good for movement and energy. But, once again, accents are better than background.

- Green, blues and shades of brown/tan (See **Bruce Carter** Page 19)

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continued from page 16

Contact: Austin Cohen

Email: austin@flexit.fit

Website: flexit.fit

TG The Gym



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Contact: George Jackson

Email: musclesportproduction@gmail.com

Website: thegymvista.com

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(Justin Cates is the Publisher of *Club Insider*. Having been born into a club business family in 1985, Justin grew up in the health and fitness club industry. He has lived and breathed this industry for 36 years, since his own day one, and he loves it dearly. Graduating from the Terry College of Business at The University of Georgia in 2007, Justin has run day-to-day operations of *Club Insider* for 13 years. Justin was elevated to Publisher of *Club Insider* on April 5, 2020. Justin's Dad, Norm Cates, continues to serve as Founder and Tribal Leader Since 1993. You can reach Justin by phone at 863-999-2677 or email at Justin@clubinsideronline.com.)

Proactive Prospect Relationship Building and Follow-Up Plans

By: **Karen Woodard-Chavez**

Over the years, in my sales training and consulting practice, I have had the good fortune of experiencing many things with clients: good and sometimes not so good that need repair. That is the nature of consulting. One conflict that continues to come up with clients as it relates to the membership sales department (for which this article will provide a solution) is: Should a salesperson get credit for a sale when there has been *minimal* relationship building and following up with a prospect even though that prospect is in their database? Or, just because a salesperson has a lead in their database, is it their lead forever, whether they work it or not?

The answer is... if you put *consistent effort* into relationship building and follow-up with the prospect, then unquestionably, the credit for that sale should go to you. Conversely, if you *do not put consistent effort* in with leads/prospects, then why should you get the credit for the sale?

The perfect example is the following: You receive a lead. You contact the lead once or twice over a six-month period. The person then comes in to join. However, they do not ask for you by name because they do not remember you. You did not do anything that inspired them to come in at that time. You did not put in consistent effort to build a relationship with them. Why should you get credit for that sale versus the person who simply was there at the time to enroll them? The correct and fair answer is that you should *not* get credit for that sale. This scenario plays itself out over and over in many sales departments and creates tension, poor morale and staff turnover. Your goal as a manager is to minimize and eliminate these negative outcomes and increase the activity that leads to sales production.

Let's focus on how you *CAN* get credit for that sale by proactively building the relationship and having consistent follow-up. Regardless of the lead source, the goal is to develop and deepen a relationship with your leads and inspire them to come in and join with you. You do this with the following simple tools:

- **Frequent Communication;**
- **Relevant Communication;**
- **Actual Contacts,** not just leaving voice mails or carpet bombing with mass distribution emails.

Let's break this down and define with specifics:

1. Frequent Communication: A *minimum* of 4 - 12 times per month via email followed by voice and/or text. All of the messaging should mirror each other. For example, on Mondays you may send out an email to your leads, followed up by two voice outreaches as well as text outreach during the week. That is four attempts. You would repeat the process each week. Be clear, you would NOT repeat the same email and the same voice communications. It has to vary and be relevant to the lead. Additionally, consider the nature of your prospects/leads regarding hot, warm and cool (See the November 2019 Article I wrote for *Club Insider* entitled *Effective Lead Follow Up*, which details how to prioritize leads and number of actions taken).

2. Relevant Communication: The communication should blend urgency based on the lead's own personal urgency, needs and motivation with invitations to relevant activities in the club. These invitations/activities should be designed to help the lead reach their goals and outcomes for joining the club. This can only be done if you have done a complete pre-tour and have taken good notes to help you remember these elements for each lead. Remember, being complete with gathering pre-tour information allows you to shorten the sales cycle by being more precise with your selling message on the tour and also allows you to be more precise and personal with your follow-up by making the conversation about the prospect's needs rather than simply about the club. When you do this, your follow-up feels more like relationship building rather than follow up (Tips 27 - 45 in my new book *Sterling Sales Skills*).

3. Actual Contacts, not just leaving voice mails or carpet bombing with mass distribution emails: Any and all emails must be followed up with voice and/or text. It is inaccurate to expect that, just because you hit send, you will get a plethora of responses. You need to have a repetitive, creative and proactive plan in action.

These actions all need to be well documented to prove that you are earning the sale. Regarding documentation, some of you reading this article have terrific software or AI programs that create the framework for success for you. If you have not already done so, take a look at *KeepMe* to help with this process. Conversely, some of you reading this article do not have these programs. That is okay; you can still create a system utilizing the format described in this

article. Whichever course you are taking, what is critical is that the sales manager is managing the system and following through to make sure the sales team is doing what is established as your requirements (That point is very important; you must establish requirements and create accountability for those requirements being met or exceeded by each individual on the sales team). If the sales manager is not managing the staff in this way, you will find yourself continuously struggling with the scenarios described in the third paragraph of this article.

There is no doubt that sales success takes consistent effort in all *Five Core Competencies*, which include: *Lead Generation, Appointment Setting Skills, Face-to-Face Persuasive Conversation, Follow-Up Skills and Business Reporting/Management Skills*. Every salesperson, if they want to master sales, needs to work diligently at each of these qualities without fail. If you and your team improved all of these qualities, sales would increase. However, if you placed priority on proactive relationship building and follow up with all of the leads you currently have in your database, that would be a very simple way to increase sales in a short period of time. Utilize the tools in this article to do just that.

(Karen is President of Premium Perform-



Karen Woodard-Chavez

mance Training in Boulder and Vail, Colorado and Ixtapa, Mexico. Karen has owned 11 different businesses, successfully sold nine of them and continues to operate two businesses. Karen consults with and trains staff throughout the world on sales, complete communication, management and leadership. These services are offered on-site, online and through her books, manuals and DVDs. Karen's newest book *Sterling Sales Skills: 125 Tools to Polish Your Sales Success* is available by emailing karen@karenwoodard.com or calling 303-417-0653.)

...Bruce Carter

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can be soothing and refreshing and closely tied to nature. This is good for clubs, but it is best to use these as accents because the overall goal in an exercise space is not to calm people. Wood is a great color option.

■ **Gray** can be soothing with a lighter shade being livelier, yet all gray in a space can potentially have some negative effects on a person's mood.

■ **Yellow and orange** are energy colors, creating a cheerful atmosphere. However, too much of these colors can overwhelm the senses and affect mood. Both are great accent colors where "less is more."

When someone feels something "deep down," it is termed a visceral effect. Saunas, steams and Hydromassage provide such an effect and have a positive effect on mood right away.

Always be aware of design miscues that can make people uncomfortable. Improper equipment layout can often make someone using a particular piece feel vulnerable. People feeling like

they are on "display" is something to be cautious about. Cramped locker rooms can make people feel uneasy. Having two or three separate dressing rooms for women is highly recommended.

Continued focus is needed about the decisions that are made with all areas of our club, staffing and space, and how it all can improve or hinder a person's mood. Imagine having a well-thought-out interior with a smiling enthusiastic staff and members, and this is what someone experiences every time they come into a club... A club where a member truly feels welcomed and supported and the staff is consciously aware they are directly contributing to every person's mood when they are in the club. A club where so many different points of the environment have been chosen to "secretly" enhance the personal experience. A club can provide an experience of upliftment that can be found nowhere else. This gets members in the door and keeps them coming back for more.

(Bruce Carter is the owner of *Optimal Design Systems, International*. Bruce can be reached at bruce@optimaldsi.com.)

Life Lesson from an Outdoor Cyclist: *Just Keep Moving*

By: Jeffrey Pinkerton

In 2005, I decided to pick up a new hobby, outdoor cycling. To be accurate, I actually decided to get back into cycling. I had ridden a road bike as a teenager (although back then we called it a 12-speed), but it was a mode of transportation more than a fitness-related hobby. I hadn't ridden in years, but our church was planning a Men's Retreat to Calloway Gardens, and one of the possible activities for the weekend was a 20-mile bike ride. With only a few weeks to get organized, I nervously set out to restart this new hobby. The goal? Not look like the new guy. The result? Hey everybody, take a look at the new guy. You may see where I'm going with this.

As you help your members start or restart their fitness journey, I have some advice. Engage with every member. Help new people get started. Look out for them along the way. And, encourage them to just keep moving. Not moving can be detrimental. Here's how my situation went down...

First, I needed a bike. Not knowing exactly how this rekindled hobby would go, I found a used bike for sale on eBay. The seller had been an avid cyclist, but due to a few knee surgeries, he was giving it up. As a result, he offered to throw in a few cycling jerseys, a pump and the pedals and clips. Perfect. Next stop, the cycling store.

I walked into a local cycling store and was overwhelmed by all of the choices.

I knew I needed a helmet, but that was really it. Maybe some clips for my indoor cycling shoes? Did I need a frame pump? Am I supposed to carry a repair kit? Wait... a rain jacket? Why would you ride if it's raining? All of these questions rolled around in my head as I walked around scanning for somewhere to start or even someone to talk to. Strangely, no one ever asked if I needed any help. In fact, no one even said, "Hello." It was so strange, in fact, that I left the store emptyhanded. **Total Time:** 30 minutes. **Total Money Spent:** \$0.

A few days later, with the countdown to Calloway ticking, I walked into REI. I was greeted as I walked in and was directed back to the cycling section. Once there, a green-vested REI employee approached me. "Hey. How's it going? Looking for anything special today?" Having been frustrated by my last experience, I responded somewhat deflated, "Yes. A lot of things, I think. Maybe just a helmet." With a simple hello and question, he had started the dialogue. He asked me a few more questions, added in a few tips about some of his favorite places to ride, and in no time, had helped me pick out a helmet, a pair of shorts, two water bottles, a small odometer and a flat-tire repair kit. He confirmed that the shoes I was wearing to the gym for indoor cycling could be converted to my new (used) pedals and described the simple tools needed to get the job done. **Total Time:** 30 minutes. **Total Money Spent:** \$250.

With the trip only a couple of

weeks away, I got the computer mounted, swapped out the clips on my shoes and rode around the neighborhood a couple of times. Gear? Check. Livestrong yellow bracelet? Check. Shaved legs? Why not? Check.

The morning of the ride, I got geared up, headed to the parking lot and started looking for familiar faces. "PINKERTON! Look at you man!" As an unforeseen bonus of buying on eBay, the used bike, my slightly worn shoes and the hand-me-down cycling jersey all gave the illusion that I had logged more than a few miles on my Fuji Roubaix.

With about 40 cyclists gathered in the parking lot, we headed out towards the main roads. As my heart rate climbed with nervous adrenaline, I did my best to act cool and calm as we all chatted about the amazing weather and great day ahead. We headed away from Calloway Gardens and towards one of the only stop lights in the small town of Pine Mountain, Georgia. As the light turned red, the group slowed steadily. I slowed. We came to a stop. I stopped. I unclipped my right shoe. Success. And (unfortunately), I leaned left. Crash.

Laying on the road half-attached to my bike, with only my pride injured, it was clear to all that I was in fact the new guy. It turns out, I was one of a handful of new cyclists, others admittedly also concerned about clipping and unclipping their shoes from the pedals. Thankfully, it was also a signal to a few kind-hearted experienced



Jeffrey Pinkerton

cyclists who looked out for me over the next 20 miles. One quickly recommending, "Maybe for today, just unclip both feet at a traffic light, then you can lean either way." A simple solution that kept me upright for the rest of the day. And, the whole experience taught me some valuable life lessons:

1. Look closely to find new people. They can be hard to find and are often in disguise as confident regulars. Additionally, they may not want to admit they are new. What if in the parking lot someone had asked, "Raise your hand if this is the first time you have ever been cycling?" Would I have raised my hand? Heck no. Technically, I had been cycling before. If your group (See **Jeffrey Pinkerton** Page 22)



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"Integrated Wellness Partners is excited to be working with OLC, the top wellness architects in the nation, as we bring a new era of health and wellbeing to the Lake Nona community," said **Jim Ellis**, Executive Vice President & Managing Director of *Integrated Wellness Partners*.

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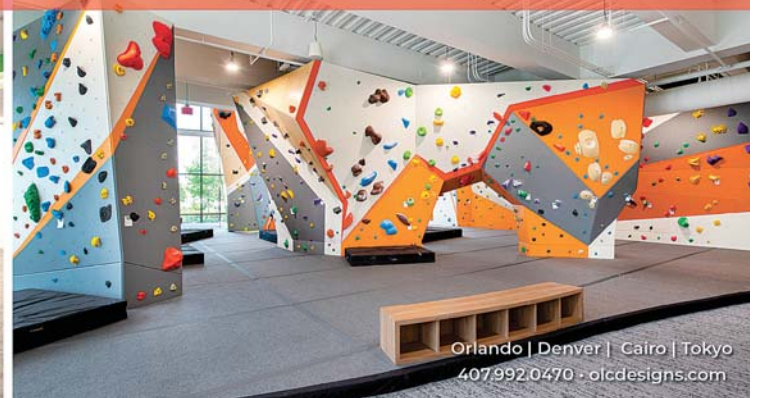


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...Jeffrey Pinkerton

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fitness instructors ask a similar question before each workout, I'd ask them to stop.

2. When you find new people, help them.

Most adults don't like trying new things or even asking for help. Have you ever walked into a store, and when asked if you need any help, you quickly reply, "No, thanks, I'm fine," even though you actually do need help? It probably happens in your club all the time.

3. If you are new, bring a friend. Even though one of my good friends practically fell off of his bike laughing at my misfortune, we still talk about it all these years later. My fall was proof that he wasn't the only new guy in the group. This is why free passes to bring a friend work so well. Want a free pass to go try something new by yourself? Um, no, not really. How about a few free passes for you and a couple of friends? Much more likely.

4. Help people feel successful today.

In our Instructor Trainings, we call this, "helping people feel as successful as possible as soon as possible." What would have happened if the experienced cyclist would have told me everything that he knew about cycling that day? "When you slow down, do this. When you accelerate, do this. When you change gears, do this. When you're descending, put your weight here and your knee here, pull your elbow this way." It would have been overwhelming, and honestly, it would have made him pretty unlikeable. Instead, he gave me one really helpful piece of advice that I used for the rest of the day. Do your instructors teach this way? Do they overload participants with so much coaching that the information overshadows the experience? What if they just gave a participant the one piece of advice that would help them have a better experience on that day and saved the rest for next time?

What about your Sales Team? Do they do something similar with well-meaning "helpful" advice? It might come in the form of a weekly prescription like, "You should do strength training a couple

times a week, cardio a couple times a week. Also, try to work in some balance and flexibility and mobility each week. Also, don't forget about the importance of diet, personal training, rest and recovery." Good? Ready to buy? Sounds like a lot, right? For a brand-new member, what if they could commit to working out two times per week? Get started. Feel good. Gain some confidence. Then, decide if they want to layer on something else. What if, instead of overwhelming people, your team gave them some simple advice?

■ ■ ■

Try something new, bring a friend, commit it to twice a week and see how you feel. The important thing is to just *keep moving*. It is, after all, much easier to stay upright (in life and on a bike) when you keep moving forward. To learn more about MOSSA, visit www.mossa.net.

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

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