

# THE Club Insider

NEWS

The Pulse of the Health, Racquet & Sports Club Business

## CLUB INSIDER NEWS SEEKS BALANCE Clubs Asked To "CHIP-IN"

by Norm Cates, Jr.  
Publisher and Editor

The CLUB INSIDER News began publication in December, 1993. For the past 15 months The CLUB INSIDER has been provided on a virtually complimentary basis to 25,000 locations every month by a "Nationwide Subscription" sponsored by our advertisers.

However, the cost to produce and mail The CLUB INSIDER every month to 25,000 locations has increased significantly since the inception of the "Nationwide Subscription." We have absorbed four price increases on paper and printing and two significant increases forced on us by the U.S. Postal Service.

These increases have tapped our advertising revenues to the limit. Since we have been providing The CLUB INSIDER News for free to many club operators, our subscription revenues have been low and nowhere near the "balance" necessary when combined with advertising revenues - to sus-

tain the long-term viability of the publication.

### WHERE DO WE GO FROM HERE?

We will continue to publish The CLUB INSIDER News every month.

We are going to institute two changes to our "Nationwide Subscription Plan effective with this edition:

### #1- "NATIONWIDE SUBSCRIPTION" PLAN CHANGED TO ALTERNATING MONTHS ALTERNATE MONTH DELIVERY

Beginning with this edition, clubs already established on the complimentary "Nationwide Subscription" list will receive The CLUB INSIDER News every other month on a complimentary basis, instead of every month as in the past. (Of course, if you have already subscribed, you will continue to receive The CLUB INSIDER News every month until your expiration date.)

### #2 - CLUBS ASKED

### TO "CHIP-IN"

The CLUB INSIDER News is published every month to help club owners and operators improve their operations and to keep you abreast of the latest industry news and trends. By now, regular readers of The CLUB INSIDER News across North America realize and recognize the value and importance of every edition. We hope you will elect NOT to miss any editions by simply investing \$49 for each of your locations to receive all 12 editions. We feel this is a great value as other such publications in other industries charge \$200-\$300 per year.

Forward your check today for \$49 for 12 monthly issues to The CLUB INSIDER News in the enclosed envelope addressed to: The CLUB INSIDER News, P.O. Box 671443, Marietta, Ga., 30006-0025. Or, if you prefer, charge your subscription fees to your American Express or Discover credit cards by completing the form shown below, signing the charge authorization line and sending it in the enclosed envelope.

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Norm Cates'

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## NEWS

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

# Q CLUBS WITHDRAW SEC FILING!

by Norm Cates, Jr.

Frank Leonesio is a club industry veteran of nearly 30 years. He has developed a nationwide chain of 16 high quality fitness facilities called Q, The Sports Clubs, which are based in Akron, Ohio.

Leonesio is one of the more high profile health club operators in America. In the past six years he has developed the Q Sports Club chain into a well recognized name brand of fitness in the markets he serves. He has done this by building very colorful..... very attractive facilities which offer primarily fitness facilities to an upscale target market.

Each of the Q Sports Clubs are built from basically the same blue prints. The 47,000 square-foot facilities are operated using the same management procedures, marketing/advertising plans and sales management plans. Thus, the Q Sports Clubs enjoy the economies of scale in the areas where they operate multiple units.

In November, 1990, Leonesio opened his first Q Sports Club in Memphis, Tennessee. After that, he opened Q Clubs in Jacksonville, Florida (1), Austin, Texas (1), Las Vegas, (1), Phoenix (3), Houston (4) and Dallas (5).

Leonesio believes in entering markets as an intense competitor. He carefully researched his entire business plan long before

launching the first club.... seeking to understand his market and prospective customers and to appeal to their desires.

Recently in a *CBI Magazine* article, Leonesio was quoted relative to his entry into new markets: "We cluster in metropolitan markets and overwhelm the competition." He does this by investing as much as \$360,000 per club on advertising/marketing during the first year. The average Q Club will have 1,400 members by opening date. After the first year, he spends about \$240,000 per club per year on advertising. The average Q Club initiation fee is \$200 with dues of \$37 per month.

### LEONESIO SURPRISED BY SEC DECISION

Earlier this year, Frank Leonesio filed an S-1 document with the Securities Exchange Commission to take the company public. After waiting 2 1/2 months for a reply from the SEC, Leonesio was surprised to learn what they wanted him to do to perfect the requested Prospectus Document. In a recent conversation with *The CLUB INSIDER* News Leonesio expressed surprise and significant disappointment when he summarized their feedback: "The sum and substance of their feedback is that the SEC determined it would no longer accept the 'selling and service' method of general accounting practice (GAP) used in the health club industry for the past 27

years!" He added, "They took 2 1/2 months to inform us of their decision. The SEC in the past had not only approved the 'selling and service' method, they helped develop it."

The "selling and service" method in the health club industry divides revenues into two parts. On the service portion, revenue is recognized over the term of the membership as the member is serviced plus a profit. On the selling portion, revenue is recognized equal to the cost of acquiring a member plus a profit. The selling portion allows a company to report revenues slightly ahead of collected cash, and it seems that this is the aspect of the "sales and service" method that the SEC was objecting to.

Leonesio continued, "They told us they wanted us to change to the FAS 91 method of accounting which is used by banks and other lenders to account for loans. After a 3 1/2-month review process we determined we have to go back and totally review all of our financials and financial accounting methods. Therefore, we withdrew the offering from consideration on July 17, 1996."

The RW form was brief and in part said, "The Company (Q Clubs, Inc.) respectfully requests that if the Commission does grant the withdrawal, the Commission will continue to have discussions with the Company so that an appropriate accounting method can be mutually agreed upon."

To say that Frank

Leonesio is unhappy about the SEC's decision might be an understatement. He shared his feelings with *The CLUB INSIDER* News openly and with candor: "This was just a fiasco! I made no friends at the SEC! We had a former heavyweight from the SEC, accountants from Ernst and Young, John McCarthy, Executive Director of IHRSA, and SEC Lawyers from Jones-Day all speaking on our behalf and on the behalf of the health club industry at large. The industry has used and relied upon this method for years!"

Leonesio continued, "The people at the SEC also claim that they plan to go back and require all health club public stock companies to convert from the 'sales and service' method to the FAS 91 method of accounting."

Leonesio is without a doubt one of the most astute and knowledgeable financial minds in the health club industry. He predicts, "This action by the SEC will have major long-term implications. It could prove to be a significant setback for the industry." He explained, "The SEC also wants the front end initiation fee collected by clubs to be reported over time, even though they are paid up front."

Leonesio was positioned to add 10-12 new Q Clubs per year to his chain when the SEC handed him the setback. He now intends to use conventional financing to complete the four

South Florida clubs he has under construction. The Coral Springs and Plantation, Florida Q Clubs will open in the Fall of 1996 and the other two south Florida Q Clubs will open around the new year. Leonesio also had 6 other clubs in various stages of development: 3 in Denver, 1 in Las Vegas, and 2 in Dallas. The land has not been acquired for any of those units so they will all be put on hold for the time being.

This is a setback that, according to Leonesio, will have a significant impact on the industry's ability to access capital. If you operate on initiation fees and monthly dues and plan to go public you may want to talk to the SEC. No matter how you account for your business, if you don't plan to go public, you should have no problem.

Leonesio states that the elimination of the "sales and service" method of accounting will require his company to create a new rapid growth strategy which they are currently working on.

Regardless, the fact still remains that Frank Leonesio and Q The Sports Clubs are installing excellent facilities which are very well stocked with the best equipment money can buy. His 120,000 members enjoy high quality every time they come in for a workout. That is great for his members and for Frank Leonesio and Q The Sports Clubs, but not for his competitors now or in the future.

# Olympic Village Health Club A First

Atlanta, GA, Olympic Village - Never in the history of the Olympics has there been a health club installed in an Olym-

pic Village. Not until Tony de Leede, Founder of Atlanta's Australian Body Works and principal in Cardio Theater, got involved.

deLeede developed the

Cardio Theater Olympic Village Health Club through a very circuitous route. He had moved to Atlanta from Australia 15 years ago and had established a chain of fit-

ness centers called The Australian Body Works. During those 15 years deLeede has developed a good reputation in the Atlanta community for operating a service oriented group of clubs. He has led the way with the installation of monthly dues on EFT as a primary method of operation. He now owns and operates in partnership with David Gould, 15 Atlanta area Australian Body Works facilities.

About three years ago deLeede purchased a 50% stake in the Cardio Theater Company and since that time has been successful in increasing sales significantly. He has used the Cardio Theater systems in all of his Atlanta clubs and has seen his club businesses prosper.

About two years after Atlanta won the honor of hosting the 1996 Centennial Olympic Games (See *Olympic Village* page 32)

## •Inside The Insider•

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# THE INSIDER SPEAKS

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## Little Juan Can Kiss Our Grits!

by Norm Cates, Jr.

Just in case you were on the moon or some other place without TV, newspapers or radio, our town, Atlanta, Georgia, hosted the 1996 Centennial Olympic Games, July 19 thru August 4, 1996.

And, just in case you didn't see the terrific Closing Ceremonies of the Games, I would like to tell you about Little Juan Antonio Samaranch, the Chief of the International Olympic Committee.

Little Juan showed his appreciation to the City of Atlanta and its terrific 40,000+ unpaid volunteers for their efforts by giving us a veritable slap in the face.

But, don't get me wrong.... this slap in the face doesn't really amount to anything because frankly, we don't give a damn about what that little fella has to say. However, this "slap" by Little Juan does tend to irritate the senses of those Atlantans who are proud of the city and the job that ACOG did hosting the games. His comments illuminated for the world how hypocritical he and his IOC cronies are. His comments also reveal how downright pompous Samaranch is. After all, ACOG had wine and dined Little Juan and over 100 of his IOC cronies to no end during their quest for the games. ACOG spared no expense in getting Juan and his bunch to say yes.

And yes it was. Six years ago Little Tony stood before a crowd of 150,000 Atlantans and the world at Underground Atlanta to announce, "The International Olympic Committee has awarded the 1996 Centennial Olympic Games to the city of..... Atlanta."

Since that time the metropolitan Atlanta area has seen a boom of new construction and preparation unequalled in history..... not even after General Sherman burned the city to the ground 132 years ago has this city seen such a building boom. ACOG (Atlanta Committee for the Olympic Games) spent over \$500 million to build new venues for the games.

The word around Atlanta is that two things caused Samaranch, a former official in Spain's Fascist Dictator Francisco Franco's government, to get his panties in such a wad. In case you missed it, he displayed his dissatisfaction with the subtle description of the Atlanta Games as no better than "most exceptional" when in the past, he has traditionally closed the games with the description, "The best Olympic Games ever."

The first thing was that the IOC will not take home as much money as they had hoped for. This was even after another hypocrite, one Dick Pound, IOC Vice President, had for two weeks whined about the over commercialization of the Atlanta Games. Apparently Pound and his wife were pretty bent out of shape as his wife, was detained for jaywalking. The officer had no idea who she was. Local media reported that his wife was drunk as she became verbally abusive and assaulted the officer. She was arrested and charged with numerous offenses including assault on an Atlanta Police Officer.

Guess the female Atlanta Police Officer should have consulted with Little Juan first.

Second.... the bomb. The misguided madman

who blew up that pipe bomb also blew a big hole in Little Juan's decade long effort to win the Nobel Peace Prize with the Olympics. Juan was seriously P.O.'d.

So.... he showed us didn't he?

Since Juan didn't, let us review the record of the 1996 Games.

For the record, here is what we did accomplish in this great city called Atlanta.

- We sold more Olympic tickets by far than any other Olympics. Over 8 million tickets. In fact, more Olympic tickets were sold in Atlanta than in Barcelona and Seoul combined!

- More countries were represented at the Atlanta Games than any Olympics, 197.

- More different countries won Olympic medals than any Olympics in history.

### Over - commercialism indeed

All of this was done at the tune of \$1.7 billion dollars..... all raised through corporate sponsorship, ticket sales, television fees, souvenir and food/beverage sales. None of it was raised through the tax payers and the tax payers will not inherit a huge debt such as has happened in some countries which previously hosted the games.

### Rising Again!

Last and in my mind, most importantly, Atlanta's Committee for the Olympic Games displayed an incredible level and quality of strength, leadership and class with the manner in which they handled the aftermath of the tragic bomb explosion and re-opening

Centennial Olympic Park just three days later.

Billy Payne and Andy Young led a very moving and impressive memorial service for the victims of the bombing. This service, held on Tuesday morning after the Saturday a.m. bombing in front of a crowd estimated at 50,000, might best be described as truly world class. Former Atlanta Mayor, Congressman and U.N. Ambassador, Andy Young, presented to this group a sermon which will one day go down in history as one of the greatest oratorical communications of our time. His comments brought tears to the eyes of many of the 50,000 who were present. We were there to, in our own way, make a statement to terrorists everywhere that we will not be pushed into hiding for fear of a maniac's misguided deeds. We will not cower - run - or hide. Billy Payne, Andy Young, the entire Atlanta Committee for the Olympic Games and all of the citizens of Atlanta and the State of Georgia will be able to look back forever with our heads held high as once more this great city arose from the ashes to come back..... to continue the Games. We are all very proud of how the post-bombing events were handled. And, for the remaining six days of the Games after the re-opening of the Centennial Park, literally millions of people came to this gathering place to make their statement that they too

were going to move on and not look back. The memorial service and re-opening ceremony energized this city as it has never - ever been energized before.

But for Little Juan, the reality that his pocketbook would not be as fat and that his pet project, the Nobel Peace Prize, was further away than when he arrived, caused him to manifest his resentment in the way he did. That trite expression of resentment for all of the world to see, has permanently branded Little Juan Antonio Samaranch for life for what he is..... a small man.

No matter what Little Juan said or did not say, we love Atlanta and truly believe that Atlanta is one of the great cities of the world. Over 10,500 Olympic Athletes had the times of their lives. They appreciated and enjoyed the warmth and friendliness of the Atlantans they came into contact with. And, those of us who attended these 1996 Olympic Games as fans know in our hearts that these were truly the greatest Olympic Games ever. World record after world record fell and the fans from around the world really appreciated and also enjoyed the warm and kind hospitality of 40,000+ volunteers.

To Billy Payne, Andy Young, ACOG and the entire 40,000+ volunteer corp., Bravo, Bravo, Bravo!

Oh, and yes, to Juan Antonio Samaranch..... you can just kiss our grits!

Norm Cates'

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# •NORM'S NOTES•

"THE LAST METER", a beautiful work of art, was commissioned years ago and unveiled in Atlanta on July 15th by, **POLAR ELECTRO**. **TONY HARMON**, the President of the Finland based company presided over the unveiling ceremonies doing a terrific job. Polar Electro provides athletes of the world with pulse monitors, a vast array of athletic watches and many other products. Tony was kind to have invited **The CLUB INSIDER News** to cover the unveiling of this beautiful new statue. "The Last Meter" was unveiled just four days before **ATLANTA'S 1996 CENTENNIAL OLYMPIC GAMES**. The 2500 pound bronze statue, shown on the bottom of this page, depicts the finish of the Olympic 5000 meter race in the **1976 Montreal Olympics**. The statue will be moved to Kempele, Finland to be placed on permanent display at Polar Electro Headquarters. The unveiling event was first class all the way. (Coordinated by Polar's **KELLI PRINA**). Among those in attendance, in addition to Tony Harmon, were **EINO**, the artist who spent 3,000 hours and many years creating this beautiful piece of art, **DR. SEPPA SAYNAJAKANGAS**, Founder and Chairman of Polar Electro who commissioned the statue, the Honorable General Secretary of the Finnish Olympic Committee, **Dr. Kosti Rasinpera**, Atlanta Mayor **BILL CAMPBELL**, **SANDRA PERLMUTTER**, Ex-

ecutive Director of The **PRESIDENT'S COUNCIL ON PHYSICAL FITNESS AND SPORTS**, **GREG HARTLEY**, the Executive Director of the **FITNESS PRODUCTS COUNCIL** and the four great Olympic Athletes. They finished in a breathtaking dead-heat as follows: **LASSE VIREN**, Gold Medalist, **Dick Quax**, Silver, **Klaus-Peter Hildenbrand**, Bronze, and **Rod Dixon**, the 4th place finisher by 1/100th of a second.

Congratulations to **TENNIS CORPORATION OF AMERICA'S - MILT NEUMAN** who has been appointed by **STEVEN SCHWARTZ**, President of TCA, to General Manager of TCA's **SPORTING CLUB at WINDY HILL** in Marietta, Georgia. TCA's Schwartz has also promoted **DEBRA SIENA** to regional general manager.

**It's About Time For This News!** **IHRSA, The INTERNATIONAL HEALTH, RACQUET AND SPORTSCLUB ASSOCIATION**, now has over 3,000 member clubs in 48 countries. **IHRSA** instituted a new set of Membership Eligibility Standards for member clubs in January, 1994. This was after 13 years of operations without a clearly defined set of standards of membership. It

is nice to see that **STEVE THARRETT**, the new President of **IHRSA**, announced that now 100% of the **IHRSA** clubs have complied with the required standards of professionalism. In a letter to the **IHRSA** Membership in the August, 1996 edition of **CLUB BUSINESS INTERNATIONAL**, the magazine published by the Association, Tharrett announced that 100% of **IHRSA's** membership now comply with the Membership Eligibility Standards. However, it was not easy. In fact, according to Steve, some clubs dropped out because they knew they were not going to be able to comply. And, to me, most importantly, six clubs amongst the **IHRSA** membership were suspended pending their future compliance with the standards. Let me just add that it is also great to see that Steve Tharrett is going to be writing a monthly column to be published in **CBI Magazine**.... that kind of closer contact between the Board of Directors of **IHRSA** and the membership will continue the good work done by the 1993/1994 Board who installed the twice per year **IHRSA** Open Forum's which allow for candid - in person communication from the membership to the Board and the Staff of **IHRSA**.

**CHARLEY SWAYNE**, one of the club industries' great thinkers, teachers and leaders, has republished his book entitled: **WHAT A COLLEGE SENIOR SHOULD KNOW**. The new book is called **LIFE, etc.**, by Charley Swayne and has hit the book stores as **A Fireside Book Published by Simon & Schuster**. Charlie's book is just terrific.... full of



*Norm Cates, Jr.*

witicisms.... good humor.... and great advice, not just for college seniors but for all of us.

**UNIVERSAL SOLD..... WHATNEXT?** Word is Universal Equipment has been sold to a group of investors. Reebok is teaming with Cross Conditioning Systems for a global thrust. **CHECKFREE** has partnered with **LIFE FITNESS** for a customer service advancement hooking the front desk with the Life Fitness **LIFECENTER®** interactive system. **ICON** is acquiring **HEALTHRIDER**. **HOIST, SCIFIT AND CENTAUR FLOORING** teamed up with **HEALTHLINE** for a marketing coalition. **LIFE FITNESS** bought out **HIGH TECH** and was rumored to have an eye on **HAM-**

**MER STRENGTH**. Another floating rumor is that **TECHNOGYM** has an eye on **CYBEX**. The move to consolidation amongst the manufacturers and suppliers clearly seems to be picking up steam. There is no telling what we will learn about next. One thing seems clear.... the suppliers do not appear to be satisfied with the 'status quo' and are out there looking for new deals and new ideas. Profits should grow for those who make the right moves.

Hello to **MIKE ARTEAGA**, my good friend and the owner of the **All Sport Athletic Club** in Fishkill, New York. Mike, thanks for writing and I agree with you!

(See Norm's Notes page 8)



*"The Last Meter"*



(L to R) Dick Quax, Rod Dixon, Lasse Viren and Klaus-Peter Hildenbrand

# MICROFIT'S HEALTHCARE CONNECTION A GOOD QUESTION!

by Neil Sol, Ph.D.

I was recently asked an interesting question by a health club professional concerning the health club/health care connection that smacked of skepticism concerning the value of this type of relationship. The query concerned the value of entering into a relationship with a hospital/health care institution. This was a very curious question in a health care environment that indicates that a relationship between a club and health care in-

stitution is mutually beneficial and essential. However, this club professional's concern was that health care partners get involved in these relationships for reasons other than selling memberships, fitness and preventive services. In other words, hospitals are mostly interested in obtaining new patients or increasing the profitability of their health insurance plan and as a result want to give away health club services, which is the "bread and butter" of their club partner. Ultimately the club professional wanted to know, **why enter into this relationship if both parties have different**

goals?

The fact is that in today's health care environment health care institutions and health clubs have similar goals. Hospitals no longer have the motivation to give preventive services away even if it is to improve other opportunities for the hospital. Health care institutions, in this current environment and for the past 5-10 years, have attempted to identify new non-traditional methods of increasing revenue. It is correct to believe that there are additional benefits that will accrue to health care institutions as a result of a relationship with a club. However, it is not correct to believe that hospitals will "loss leader" their health and fitness business profitability in lieu of revenue opportunities available with other goals. **Those days are over!** Now and in the recent past, hospitals and health care institutions develop relationships with established clubs and club professionals in an effort to insure their chance of meeting the needs and demands of their community and for generating incremental profitability.

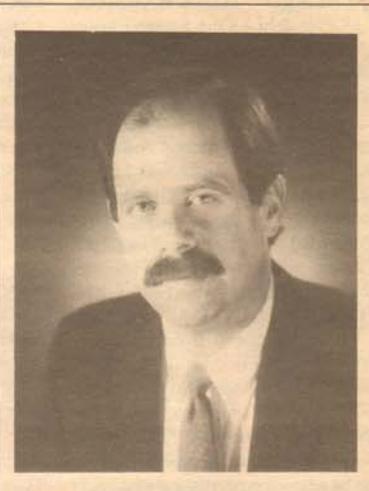
This is not to say that this question and expressed concern of this club owner was not legitimate. However, it is important to realize that hospitals/health care institutions, whose primary concern and goal is other than the opportunities associated with club business and providing preventive services, will most often choose to purchase a health club outright; own 100% of the club; and dictate its direction and goals. Even this case is

good for clubs as the owner has an opportunity to "cash out" and usually he/she and their management team will be hired to operate the club.

A joint venture partnership, another type of relationship between health clubs and health care, is a situation where both the club and hospital have varying percentages of equity. The focus of this question was related to a potential joint venture opportunity. In joint ventures the goals of both partners should be identical. However, I believe it is incorrect to believe that hospital/health care institutions are not interested in profitability, first. All other secondary benefits will accrue to hospital/health care institutions even when they charge fair rates for their services that yield profit.

It is important to note that the focus of this question is of fair concern and could/should alert the club to the nature of a relationship with a health care institution. However, it should be of little concern to the club owner/manager. The health care institution's desire is to connect to the club industry to enter the new and profitable domain of preventive health and secure the leadership and direction of the health club and its professional to meet the new prevention market demand.

Changing gears, I also wanted to remind you that the **Surgeon General's Report on Physical Activity and Health** was released on July 11, 1996. You prob-



Neil Sol, Ph. D.

ably are already aware of the Report's availability and have copies of the summary. However, if not, you can order a summary and complete report by calling toll free 1-888-232-4674 or you can obtain summary information from the **Center for Disease Control's** Internet home page at:

<http://www.cdc.gov>

Be sure to get this Report for your library. It is possible that some hospital/health care administrators are not aware of the Report. By bringing the report to the attention of a health care administrator you will gain instant credibility, especially if you can show how the Report could positively effect the health care institution.

As I have suggested in previous columns, once the media campaign for the results of the Surgeon General's Report begins, hospital administrators will be looking for you. Why wait? Begin today. Get a copy of the Report and share it with your local health care institution. (An "At-A-Glance" summary appears in this issue on page 21.)

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

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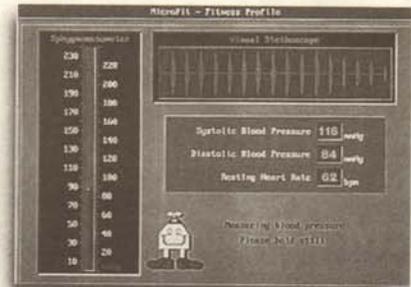
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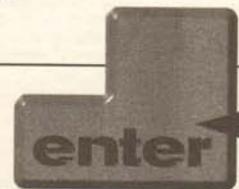


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# M I C R O F I T™

# The Group Cycling Phenomenon

by Norm Cates, Jr.

The group cycling phenomenon is sweeping the nation. Industry veterans are beginning to think that this movement will rival the days in the club industry history when Nautilus, Life Cycle, StairMaster and The Step were taking the health, racquet and sportsclub world by storm.

And, it appears that as in the past, many companies are going to step into the fray and duplicate the early leaders in the movement.

The group cycling phenom began about two years ago when Schwinn introduced it Johnny G Spinning group cycling program.

There initially was curiosity which quickly turned into action with some clubs installing the Schwinn Johnny G Program.

Immediately upon the heels of the movement came more new group cycling programs developed by Keiser, Life Fitness and Reebok. In fact, in the August editions of a couple of industry magazines there are in articles on group cycling.

The **CLUB INSIDER** News is going to report to you about the group cycling programs that are being installed across the land. But, instead of attempting to capture all of the information and report it in a single article, we will report to you this month and at least next month about this latest major movement in the industry.

After that, we will keep you posted on new developments.

This month we interviewed two club operators from vastly different operations. Tim Schliebe is a 22 year veteran of the club industry and owns a facility in Southern California called The Training Club. The second person we spoke with was K.C. Lee, the Corporate Coordinator for LA Fitness, a chain of 25 Los Angeles area clubs and 7 in Arizona.

## TIM SCHLIEBE - OWNER - THE TRAINING CLUB

Schliebe has installed 19 Keiser Power Pacing bikes in his facility in a 1,000 square foot room. He has made a significant commitment to the cause, dropping all other aerobic classes and switching all instructors to The Keiser Power Base Program.

The program has been installed seven weeks as of this writing. Schliebe had done significant pre-marketing to promote the new program and the switch. In the first four weeks he had 1,000 attendees in the classes.

Schliebe comments, "I am very pleased. Not only are we having great attendance levels for the classes, we are seeing tremendous growth in new members. The group cycling eliminates the intimidation factor of step and dance. We are getting a much broader base of participant. You will find some 72 years olds in a class sitting on a bike next to a tri-athlete. I believe group cycling is going to dominate the industry. It burns fat many times faster than a normal cardio workout..... people are losing weight and inches much faster."

Schliebe continued, "Our 6:00 a.m class is the most popular. We take reservations for classes and

many of our classes are full. Our members are attending the group cycling classes 4 to 6 times per week. We use no head phones, just a normal sound system to supply the entire room. This concept is valid..... we are experiencing lots of success. I am really happy we made the switch."

## K.C. LEE - CORPORATE CO- ORDINATOR - LA FITNESS

LA Fitness is a chain of 32 clubs with 25 in Southern California and 7 in Arizona. The chain is owned by Chin Yi and Louis Welch. LA Fitness began installation of 30 Power Pace bikes per location in June, 1996. The owners decided to get involved in group cycling when Chin Yi's wife Donna experienced a group cycling class and got her husband interested in it.

K.C. Lee comments, "One of the things I came to realize as soon as we began to install our program was that everybody at one time or the other has been on a bike. (Right now, according to American Demographic Magazine, 30 million Americans ride bikes on a regular basis.) So, we found that the learning curve was very, very short. We found the lack of intimidation factor normally found in aerobic classes made the group biking very agreeable with all walks of life. We investigated all of the group cycling programs on the market and chose Keiser. They have been great to work with and their service has been excellent."

K.C. comments on training, "The training has been very interested. We are training

700 people to teach group cycling. Our aerobics instructors are very excited about the program and every single instructor has been impressed with the quality of the workouts. Tracy Schotanus has been doing the initial training on behalf of Keiser. Karen Voight has also been involved in helping us put all of the programs together."

K.C. continues, "The Keiser program is geared toward members who want a great workout (studies have shown that a 45 minute class will burn as many as 500 calories), but it leaves room for creativity. So far, we have switched about 25% of our class times to the Keiser group cycling. We offer three kinds of group cycling classes: (1) Power Pacing - 45 minutes on the bike the entire time. (2) Pace and Shape - Full hour with cardio for 40 minutes and weights for 20 minutes. (3) Pace and ABS - Full hour with 40 minutes on bike and 20 minutes of ab work. And, we are developing a Power Pacing and Boxing class which will involve 40 minutes on the bike and 20 minutes of boxing. The member reaction has been great! Compared to aerobic classes, with group cycling we can really be doing our own work out where individuals have control of their workout even though they are in group environment.."

LA Fitness installs 30 bikes in their average aerobic space of 2200 square feet. The bikes are stationed around the perimeter of the room so they don't have to be moved when the other classes are conducted.

Next month The **CLUB INSIDER** News will talk to some of the customers who have bought and installed the Life Fitness ABC (All Body Cycling) Program. Stay tuned!

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## Norm's Notes

continued from page 5

First there was NAUTILUS, then along came the LIFECYCLE, next was the STAIRMASTER and then came the STEP. In the last 20 years it could be argued that each of those products stimulated huge growth in health club memberships worldwide and at the same time spawned massive development of new equipment by many companies. This growth in new products for

clubs has served the industry well in its quest to attract and keep members. Well, it sure looks like it is happening again..... In an industry that is always craving new and innovative ways to burn fat, train the heart and satisfy the voracious exercise appetite of our members, it looks like **GROUP CYCLING** may be the next great wave. Check out **Group Cycling Phenomenon - Part I** in this edition as we report on what some club operators are doing with group cycling.

**ED GAUT** is one of our contributing writers who donates some of his time every month to write a regular column on the topic of Personal Training. He also co-authored a book with **MARLA FOOTER** entitled: **Your Personal Trainer's Secret Recipe Book** which is chocked full of great recipes for healthy eating. Ed is also the Vice President of **WILLOWCREEK PUBLICATIONS**, one of our advertisers. Check out their ad on page #2 5 To order Ed's book, call: 1-800-823-3488.

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# Increasing Club Revenue Through Personal Training

by John Philbin

*(John Philbin is the owner of Philbin's Health and Fitness Centres in Germantown, Md. and Centreville, Pa. John has been asked by Ed Gaut, of Willowcreek Publications, who normally writes our Personal Training column each month to contribute this article. Thanks to John for sharing his knowledge and experience.)*

My background as an Olympic and NFL strength coach made my transition to "club owner" a challenging undertaking. Beyond a membership base, I knew that clubs also needed to be profitable through the promotion of member programs and other club activities. I began looking for ways to use personal training as an avenue to increase my club's revenue. What I observed in other facilities helped me outline strategies to build the

personal training business in my own facilities. The following are some of my findings, as well as some successful ideas and promotions that you can use and duplicate in your own facility.

One of the first things that I noticed when visiting a majority of fitness clubs were the different training techniques used by the staff on the fitness floor. The inconsistencies in training methodologies became noticeable when watching the staff teach and demonstrate various physical assessments and in the designing of strength programs for new members. As a club owner, make sure that your fitness staff is teaching the same training methods and philosophies, demonstrating the machines and free weight exercises the same way, and encouraging the same training guidelines when giving basic orientations. This will promote the standardization of your fitness staff and will give the members confidence in the consistency of the staff. This has been achieved at both of my facilities through the NSPA Certified Conditioning Specialist Course. All of my fitness instructors are required to pass this advanced training course and they are also encouraged to take the ACSM Certification course in order to become more adept with the technical aspects of physical assessment and cardiovascular training. Certification courses coupled with weekly staff meetings, ensure that all trainers are on the "same page" when it comes to training philosophies and protocol.

It is also important that your fitness staff share and understand the general "mission" of your facility. The mission should continually be reinforced through the example set by club directors and other supervisory personnel at the facility. Each club should establish their own mission statements. Our goal at

Philbin's is to make sure that the entire staff understands and remembers that our mission is to improve the fitness level of the members, thus enabling them to lead a higher quality of life. This also promotes a friendly and welcoming environment, which is essential for the overall success of your family-oriented facility. If your staff embraces these ideas, your club will benefit greatly in terms of membership retention and overall satisfaction of the members.

An understanding of the club mission statement, in conjunction with standardized training methods and principles, builds the platform needed to launch a successful personal training program. Although clubs vary in their personal training guidelines, all my personal trainers begin as fitness instructors. After a period of six months, they



John Philbin

are able to start developing their own personal training business. All financial aspects associated with personal training are monitored by the fitness director. By not allowing outside trainers, you (See John Philbin page 29)

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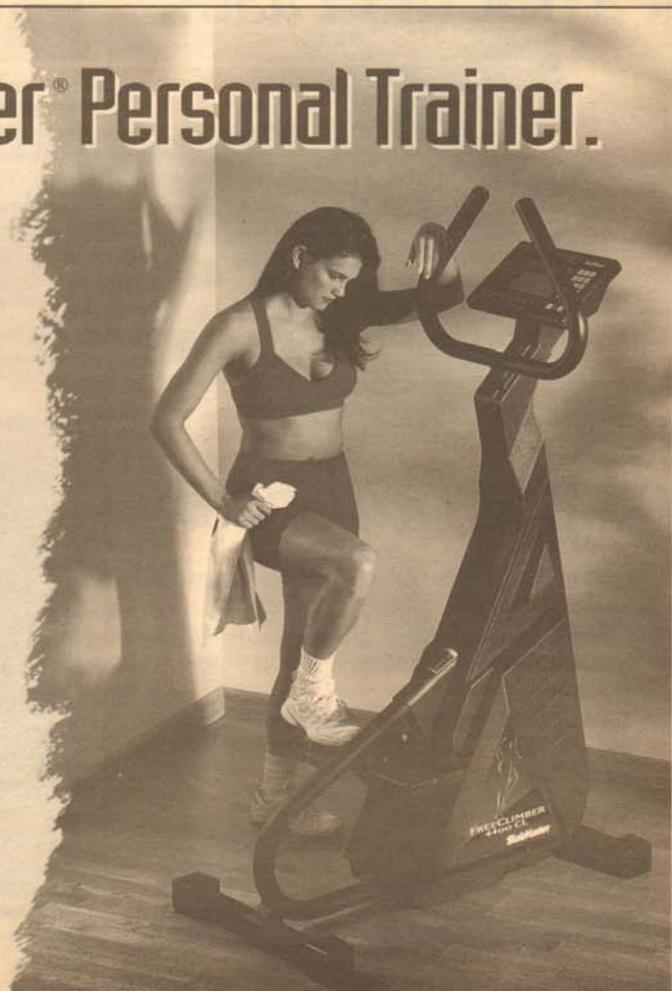
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# TENNIS AND FUN: PART ONE

by Spike Gonzales

We all certainly have to deal with that special thing called fun! Fun is the most critical ingredient in our recipes for success in tennis and the overall club business!

As the "captains of our cultures," our own feelings about "fun" significantly affect our club environments. Yet, I am frequently surprised that club pros, managers and administrators don't have a definition for this crucial element in their own minds.

While I don't have the right to define "fun" for everyone, I will express what I see it to be.

But first, let's look at some ways in which fun is not accurately defined.

Some people feel that fun is playfulness or joviality. Certainly in these states we are having fun, but they in no way sufficiently represent the full extent of the subject. A tennis player in a tight and challenging match is having fun, but doesn't necessarily show playfulness or lightheartedness. When you go to a good movie, you are having fun; but the movie may be very heavy or serious. There may be no laughter or lightheartedness.

Some feel "winning is fun." However, if this were the case, we tennis players would always want to play weaker oppo-

nents. Ironically, in fact, players winning tournaments often lament they didn't have a lot of fun because "there wasn't much competition." I'd suggest that "trying to win" is fun, and that winning at best is "ego-satisfying."

In the tennis world, be relieved that winning isn't synonymous with fun. If it were, then 50% of the players in your club simply didn't have fun today! Why would they want to keep coming back?

So how do you define "fun"? In my mind it is "the engagement of the mind in a satisfying pattern or sequence." At a good movie, we have fun being engaged in the "sequence" of the plot. In an entertaining conversation, we have fun being engaged in the parlay of thoughts. When one is knitting or building a model airplane, he or she is having fun being engaged in the pattern being followed.

While this is a rather "dry" definition, I've found it to stand the test of time, and to be applicable as a tool for tennis teachers and administrators. We must be adept at engaging the minds of our players. When we aren't, we lose them!

There are a number of aspects of tennis that provide fun for its participants. One of the broadest of these is that of competition. For many of us the mere possible ego-satisfying reward of winning is enough of a carrot to engage our minds in endless hours of practice and rigors.

A second element providing fun in tennis for some of us is simply having the medium for personal improvement. We be-

come engaged in the process of developing physical and mental skills, receiving satisfaction of conquering them in increments.

Another aspect of tennis providing fun is its ability to provide fitness. "Fitness," in my mind is the "process of improving or sustaining capabilities". Tennis allows one to be engaged in this process, feeling the satisfaction of progress in a worthwhile direction, whether it be physical, mental, emotional or all three.

Another way in which tennis may provide fun is in the opportunity for social interaction. Tennis offers a way for people to interact and "connect", very often in a setting that provides a sense of affiliation or belonging. Our minds become engaged in this process of relating with others.

The most innate and universal source of fun in tennis is the rally. This is the "molecule" of fun to the game. The sequence of the ball kept under control in continuous play back and forth is the most intense and elementary aspect of the game's ability to grab the mind. In a rally, the mind is totally absorbed. Time stands still, and concerns about the outside world vanish. It is probably the most psychologically healthy element to the game, allowing us at times the same benefits as meditation. Unfortunately, it is



**Spike Gonzales**

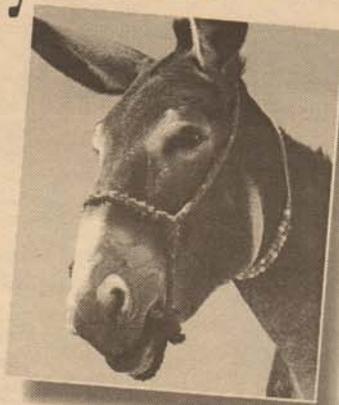
often de-emphasized by tennis instructors offering ways to "put the ball away" in their prescription toward becoming winners.

A club culture putting too much emphasis on just one tennis channel for fun will lose players who don't find that area appealing to them. For instance, a club with the prevailing philosophy that tennis competition is the source of fun will probably offer a number of tournaments and competitive leagues. It will lose the interest of juniors and adults looking for recreational, social or self-improvement outlets.

I believe it's best when clubs recognize that players have a number of different preferences for getting their fun out of tennis, and offer programs tailored to providing fun in a wide variety of ways.

*(Spike Gonzales has been building tennis markets since 1971. An influential member of the USPTA, USTA and IHRSA, he was involved in bringing those organizations together in founding the National Tennis Rating Program. He presently serves as an advisor to Tencap, a USPTA - endorsed tennis handicapping and rating system. As President of AD-In Club Management and the owner of the Naples Racquet Club in Naples, Florida, he specializes in the development of pros and managers in the tennis industry. To reach Spike, Call (941) 774-2442.)*

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Dr. Fred Brownson, Treasurer of THRSA, presented Dr. Cooper with the first annual THRSA Outstanding Service Award. Dr. Cooper spoke at length on his fascinating years of experience in providing "health care for healthy people" and gave his thoughts on health care trends in our country and how health clubs must position themselves in the future.

Texas Governor, George W. Bush, addressed the luncheon attendees by video, speaking of the benefits of regular exercise and his support of the industry's efforts to turn every Texan from a "spud into

a stud." Governor Bush is an active runner and frequent visitor to the Cooper Fitness Center.

Joe Holt, Secretary of THRSA, invited John McCarthy to join the THRSA Board of Directors as an honorary member. After graciously accepting, Mr. McCarthy delivered an eloquent keynote address which examined the Surgeon General's report in great detail, emphasizing the sections in the document which formalize the institutional support that the health and fitness club industry now has from the government as well as the medical community.

Attendees were delighted with the quality speakers and the depth and relevance of their remarks. Ramiro Galindo, President of THRSA, beamed, "This is an historic event for our industry in Texas. The fact that we have been able to attract speakers of international caliber and have succeeded in filling our first event to capacity is a testament to the quality of our Board of Directors and proves the need



**THRSA Founders and Speakers back row (L to R) Joe Holt, Michele Melkerson, Dale Lane, Ramiro Galindo, John McCarthy, Karen Kirby, Dr. Ken Cooper, Brent Darden, Dave Cardone; front row (L to R) John Barzizza, Cid Galindo and Herb Lipsman**

for an organization such as THRSA." Lori Horvath, General Manager of the Lincoln City Club

in Dallas, concurred, "What a wonderful event, I believe we have only begun to see what a state level or-

ganization can do for each of our clubs." Mary Virginia Petty, (See *THRSA* page 32)

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# THE ELIXIR OF YOUTH

## How To Be In Super Shape, Whatever Your Age

by Bob DelMonteque, N.D.

(Editor's Note: Bob DelMonteque heads up the Senior Fitness Program for ISSA - The International Sports Sciences Association. He is the Dean of Fitness in America and at age 76, America's foremost expert on Senior Fitness. This article has been published to help club operators promote exercise, health and fitness to the senior market. You are welcome to make copies of this article in order to promote membership to seniors in your club.)

Whatever your age, you are young if you have good health. And for me, exercise is an essential component of good health, as essential as eating and sleeping. Activity is life, stagnation is death. Lack of physical activity is the biggest single contributing factor of many of our chronic ailments. The phrase "survival of the fittest" acquires special meaning when you

contemplate the health benefits of exercise.

There's too much stress in our lives today. Exercise is a great tranquilizer when you're stressed. (Also prayer and meditation.) Don't forget that exercise actually creates endorphins, those feel-good chemical messengers of the brain. You not only feel great, you are boosting your immune system. It's a miracle what it can do for you. Fine tune your body. When you're in great shape, you have a powerful sense of well-being. It's an exuberant feeling. How sweet it is! You feel you can conquer the world.

For seniors, exercise can be a special challenge. There are so many obvious excuses. But I urge you to believe that you can and must make the effort to get yourself physically fit. It's never too late. You can do it, I believe at any age.

When I was 65, I got tired of chasing dollars. I had a success going, had started about 500 healthclubs over 35 years. But I sold my business, and put myself out to pasture. It was ac-

tive pasture - I still did lots of things, but with no authority, no responsibility. For the previous ten years I'd been wrapped up in the business of business. I weighed about 200 pounds, my waist was 34 inches, my body fat about 18 percent. This was top bracket for age 65, but it didn't feel right. In fact I felt soft, I felt like a mess.

So, I didn't choose to smell the roses and take it easy. I made it my goal to get back in really great shape. The goal was 185 pounds, a 32 inch waist, and body fat 12 percent. Let me tell you, the first six months were tough. I could have come up with excuses. Because it was hard work and took sacrifice, I could have thrown the towel in many times. You do have little aches and pains and yes, you grow tired. But I didn't give up, because through my visualization practice I saw a healthy body.

There is a danger in doing too much too fast. I didn't want to injure myself, so I did all the stretching before and after. Over many years in the fitness business, I had learned the warmup and cool down are very important. I started walking instead of jogging, lifted light weights at first. It was like starting all over again. As a baby does, first you have to crawl, you wobble, you learn to walk, and finally you can run. It took about 60 days before I felt good enough to endure a real workout. Then it took about a year to get my goal. I went back to yoga and meditation, and they helped me enormously.

Now, at 76, I'm in the best shape I've ever been. I've got body fat down to 11%. I'm able to bench press 250 pounds (I started at 135). I can run the marathon now; ten years ago a mile was too much. I ski with grandkids, play tennis, climb mountains. No aches and pains. I've still got that wiggle in the walk! Maybe I'm lucky. I've never been sick in bed a day in my life, never had surgery. The occasional cold or sinusitis comes along, I walk right through it. But besides good luck, there's been a lot of dedication to health and fitness, a drive to my goals, blazing determination. I want you to have this too.

So, let's learn more about getting off that couch and into a whole new world of fitness. There

are three components of a good exercise program: weight training, flexibility and aerobics.

1) Weight training gives you lean muscle mass. Large muscles of legs and trunk are the ones that must be strengthened. Only weight training can do it. Lean muscle mass is so important as you get older. It builds strong bones, guards against osteoporosis. Of course it makes you look better, gives you better posture, a stronger body. With this comes more confidence, self-esteem, a more positive outlook. The more attractive you are, the more people are attracted to you. It's a fact of life.

2) Flexibility is important for your posture, for aches and pains. Basically, this part of the program is stretching exercises. Stretching lubricates the joints, helps relieve arthritis. Our tendons, ligaments and muscles have a tendency to shorten as we grow older. Why? It's just part of the aging process. Watch how every year an old person's stride gets shorter. There's a pain clinic at the University of Miami that has 10,000 graduates. The main component of their program is stretching. They literally stretch people back into good health. People who come in wheelchairs go out of there walking. Even with the wiggle in the walk again!

3) Aerobic means oxygen-demanding. Aerobic exercise strengthens your heart, and your heart is basically a pump. Your second heart is your legs. Strengthen that heart - you'll be able to perform a lot better. I believe you only have so many heartbeats in your lifetime. The average person has a resting pulse around 80 beats per minute. If you're in the 70's, that's fair. If you're in the 60's, that's good. It shows you're in excellent condition to have a resting pulse in the 50's. (Mine is currently 51).

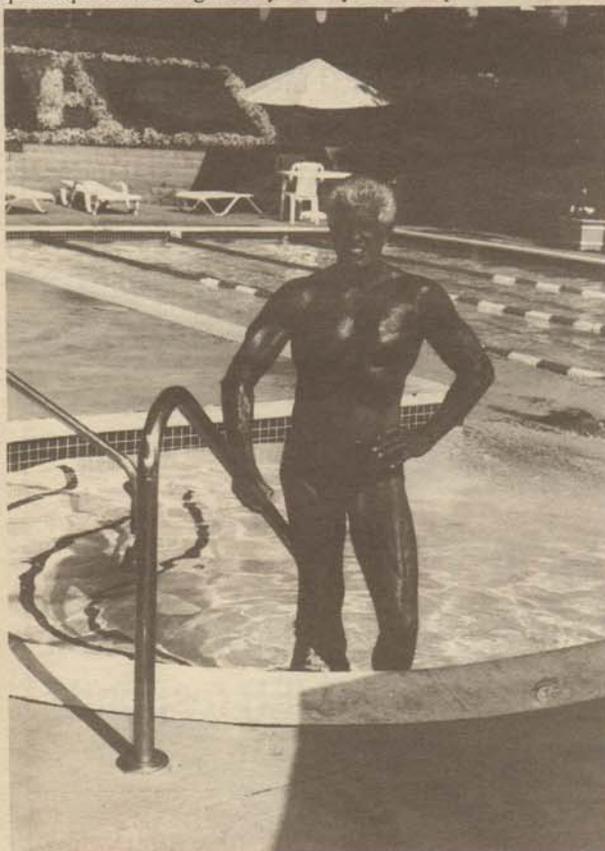
What's considered aerobic exercise? Walking, jogging, hiking, climbing, dancing, bicycling, swimming, using stationary bikes or treadmills. But the best aerobic exercise for seniors is low impact and the easiest is walking. Walking three miles in 45 minutes provides more cardiovascular benefits than running one mile in six minutes, and there is much less risk of hurting yourself.

Walking improves coordination and balance. To get aerobic benefits you need to walk briskly. Lean your body forward, swing your arms at your sides in a relaxed way, look straight ahead, not at the ground. Don't take short strides, really step out. Don't tighten up your hands or clench your jaw, just go naturally. Remember to do stretching before and after. A good stretch is the toe touches, standing or sitting down. Also, walking on a treadmill is excellent because you can vary the speed and elevation to suit yourself and you also avoid traffic and barking dogs.

It's ideal to work out five days a week on your aerobics and flexibility. Weight training three times per week. At a minimum, try to spend three hours per week on exercise. All you need to do is make regular exercise a habit.

So take it slowly but take it surely. Make that commitment. Visualize your goal - a healthy, youthful, strong and fit body. Persist with blazing determination until it happens. I believe God gives you two choices: To look good, feel good, have good health, enjoy life. Or to look bad, feel bad, not enjoy life to the fullest. You make up your mind. You don't have to overdo it. Don't try to start at five times per week. Start off slowly with 30 minutes three times per week and increase your volume of exercise as you get into better condition. Just remember..... get up and do it on a regular basis..... no matter how little you do in the beginning, if you make it a regular habit, you WILL get stronger..... you WILL feel better and you very likely WILL live longer! From my heart I wish you well!

(Bob DelMonteque's book *LIFE LONG FITNESS* is available by sending \$19.95 to: Bob DelMonteque, 23916 DeVille Way, Malibu, California, 90265).



Bob DelMonteque, Age 76

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University of Colorado



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

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

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

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- ◆ ISSA WILL TRAIN YOUR STAFF TO PROVIDE PROFESSIONAL, STANDARDIZED INFORMATION TO YOUR MEMBERS. *IT'S REAL SIMPLE* QUALITY SERVICE MEANS MORE REFERRALS!
- ◆ LET US SHOW YOU HOW YOUR TRAINERS CAN MAKE YOU \$50,000 TO \$200,000 PER YEAR!

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

# 1-800-892-ISSA

# MARKETING MATTERS

By Mike Chaet, Ph.D.

Dear Mike,

What is the best way for us to construct our ads to get maximum readership? Should we use pictures? What should be in the ad?

John Wood  
Final Results  
Gilbertsville, Pennsylvania

Dear John,

That doesn't sound like a good greeting does it? Oh well, in regards to your thoughtful question.

Creating an ad and placing it is all about getting responses, nothing more. Responses, in the form of membership inquiries. Many club owners develop their ads based on what they like, or what their staff, spouses or even news-

paper sales persons think. Many times this "marketing" group will stroke each other into believing they have done a good job, when in fact, they have broken many of the rules of ad construction, thus actually reducing the chance of readership.

The key word here is "Impressions", meaning the times people actually see your message. In the case of an ad we also want "Readership." The combination of impressions and readership hopefully will be turned into "Responses" or as we said before, "Inquiries." The job of your ad is to create as many inquiries as possible, for as few advertising dollars as possible. It is obvious that an ad costing \$1000 is going to be more productive to you if we get significantly more impressions and responses PER ad thus creating more inquiries. This maximization can be done by following a few of the following rules:

## 1. TOP TO BOTTOM LEFT TO RIGHT

People read from top to bottom and left to right in our society. If we structure reading patterns other than this we significantly reduce readership. This reduction can be between 20%-50% depending on the combination of mistakes you make. For example: By placing your headline ABOVE the photo in your ad will reduce readership by as much as 20%. That can be costly. So structure your ad by placing PHOTO or ATTENTION GRABBING HEADLINE either at the very top of the ad or to the left side. Next will come the USP HEADLINE, followed by SUB-HEAD, BODY COPY, OFFER AND LOGO. By sequencing these items properly you will maximize response.

## 2. ATTENTION GETTER

When we think of at-

tention getters we usually think of photos. Photos in most cases do the job quite well if you have chosen the right photo. Other attention getters are what we call THE CALL ATTENTION GRABBING HEADLINE, such as "Physical Fitness May Prevent Premature Death". A headline that is this strong needs no photo to get attention. This attention getter, be it a headline or photo, should be at the left or top of the ad. It should lead the reader into the Headline and Sub-Head.

## 3. HEADLINE AND SUB-HEAD

Your headline should contain what is called a "Unique Selling Proposition" or "USP". The USP should provide



Mike Chaet, Ph. D.

the reader with some special benefit to them as the reader. This benefit should be so strong as to entice them to read on. Your USP may be a special price benefit, it may be a statement as above that implies that IF they are fit, they (See Mike Chaet page 30)

## NATIONAL GYM SUPPLY HELPS CLUB OPERATORS SAVE MONEY!

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

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

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

# 8

## WAYS TO SAVE ON MAINTENANCE AND REPAIRS

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

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

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



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# Tectrix reinvents the wheel.

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

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# There is no place on earth like Costa Rica!

## Villa de Papagayo El Ocotal, Costa Rica



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

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

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

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



#### GUEST BOOK QUOTES:

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

Christina Wolfe,  
Decatur, GA

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

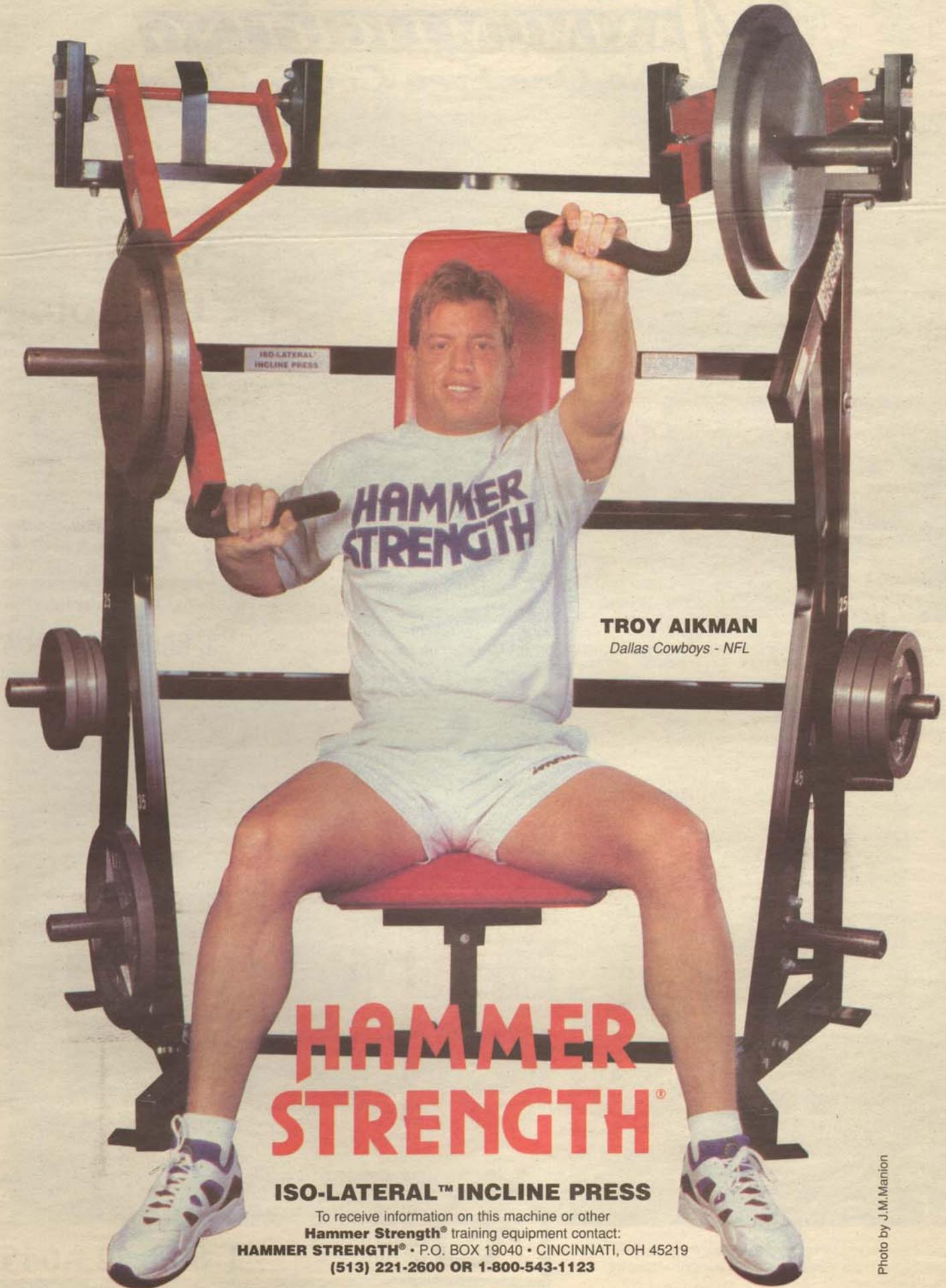
Brian Hankel, Omaha, NE

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

Gary and Mary Streeter,  
Andover, MA

Villa de Papagayo's giant terrace overlooks the Pacific Ocean and includes a pool with swim-up bar, waterfall and rancho. In the evening guests dine outside under the stars. **For availability call (404) 255-3220**





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

# U. S. Surgeon General's Report On Physical Activity & Health

**A NEW VIEW OF PHYSICAL ACTIVITY** - This report brings together, for the first time, what has been learned about physical activity and health from decades of research. Among its major findings:

- People who are usually inactive can improve their health and well-being by becoming even moderately active on a regular basis.
- Physical activity need not be strenuous to achieve health benefits.
- Greater health benefits can be achieved by increasing the amount (duration, frequency or

intensity) of physical activity.

**THE BENEFITS OF REGULAR PHYSICAL ACTIVITY** - Regular physical activity that is performed on most days of the week reduces the risk of developing or dying from some of the leading causes of illness and death in the United States. Regular physical activity improves health in the following ways:

- Reduces the risk of dying prematurely.
- Reduces the risk of dying from heart disease.
- Reduces the risk of developing diabetes.

- Reduces the risk of developing high blood pressure.
- Helps reduce blood pressure in people who already have high blood pressure.
- Reduces the risk of developing colon cancer.
- Reduces feelings of depression and anxiety.
- Helps control weight.
- Helps build and maintain healthy bones, muscles and joints.
- Helps older adults become stronger and better able to move about without falling.
- Promotes psychological well-being.

**A MAJOR PUBLIC HEALTH CONCERN** - Given the numerous health benefits of physical activity, the hazards of being inactive are clear. Physical

inactivity is a serious, nationwide problem. Its scope poses a public health challenge for reducing the national burden of unnecessary illness and premature death.

**WHAT IS A MODERATE AMOUNT OF PHYSICAL ACTIVITY?** As the examples listed in the box on this page show, a moderate amount of physical activity\* can be achieved in a variety of ways. People can select activities that they enjoy and that fit into their daily lives. Because amount of activity is a function of duration, intensity, and frequency, the same amount of activity can be obtained in longer sessions of moderately intense activities (such as brisk walking) as in shorter sessions of more strenuous activities (such as running):†

**EXAMPLES OF MODERATE AMOUNTS OF ACTIVITY**

- Washing and waxing a car for 45-60 minutes
- Washing windows or floors for 45-60 minutes
- Playing volleyball for 45 minutes
- Playing touch football for 30-45 minutes
- Gardening for 30-45 minutes
- Wheeling self in wheelchair for 30-40 minutes
- Walking 1 1/4 miles in 35 minutes (20 min/mile)
- Basketball (shooting baskets) for 30 minutes
- Bicycling 5 miles in 30 minutes
- Dancing fast (social) for 30 minutes
- Pushing a stroller 1 1/2 miles in 30 minutes
- Raking leaves for 30 minutes
- Walking 2 miles in 30 minutes (15 min/mile)
- Water aerobics for 30 minutes
- Swimming laps for 20 minutes
- Wheelchair basketball for 20 minutes
- Basketball (playing a game) for 15-20 minutes
- Bicycling 4 miles in 15 minutes
- Jumping rope for 15 minutes
- Running 1 1/2 miles in 15 minutes (10 min/mile)
- Shoveling snow for 15 minutes
- Stairwalking for 15 minutes



\* A moderate amount of physical activity is roughly equivalent to physical activity that uses approximately 150 calories (kcal) of energy per day, or 1,000 Calories per week.

† Some activities can be performed at various intensities: the suggested durations correspond to expected intensity of effort.

**PRECAUTIONS FOR A HEALTHY START** - To avoid soreness and injury, individuals contemplating an increase in physical activity should start out slowly and gradually build up to the desired amount to give the body time to adjust. People with chronic health problems, such as heart disease, diabetes, or obesity, or who are at high risk for these problems should first consult a physician before beginning a new program of physical activity. Also, men over

age 40 and women over age 50 who plan to begin a new vigorous physical activity program should consult a physician first to be sure they do not have heart disease or other health problems.

**STATUS OF THE NATION - A NEED FOR CHANGE**

**ADULTS**

• More than 60 percent of adults do not achieve the recommended amount of regular physical activity. In fact, 25 percent of all adults are not active at all.

• Inactivity increases with age and is more common among women than men and among those with lower income and less education than among those with higher income or education.

(See Surgeon General page 26)

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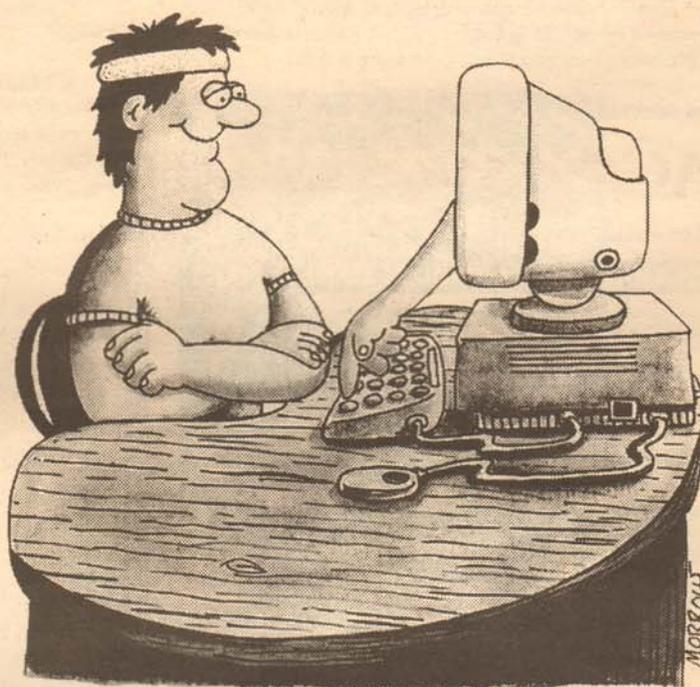
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# Trackmaster's TM-TV: The one to watch.



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

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

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

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

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



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

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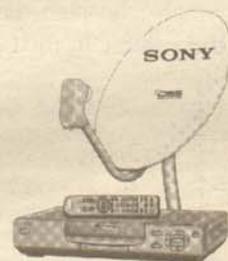
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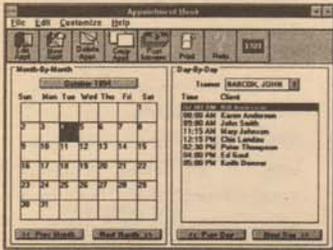
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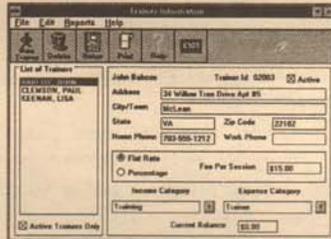
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*Personal Trainer Business Manager for Windows™* is the first and only software specifically designed for managing personal trainers in a gym or health club. It is an appointment book, client database, trainer database, and accounting package all in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



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- ◆ Quickly find a training session

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- ◆ Record trainer income and expenses
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- ◆ Record client payments
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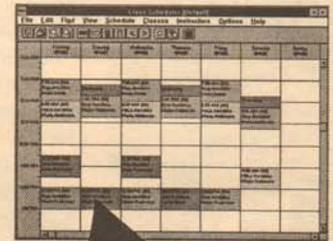


- ◆ Generate invoices and receipts for training sessions
- ◆ Create mailing lists of clients
- ◆ Print monthly, quarterly, and yearly reports of income and expenses generated by each trainer

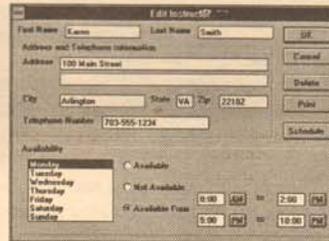
Item# 3003 Personal Trainer Business Manager for Windows \$249.95  
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## FITNESS CLASS SCHEDULER For Windows™

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



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



**CREATE BETTER, MORE PROFESSIONAL SCHEDULES IN LESS TIME**

- ◆ Print complete class schedules for students and individual schedules for each instructor
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- ◆ Create reports of hours and classes taught by each instructor

Item# 4004 Fitness Class Scheduler for Windows \$149.95

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

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

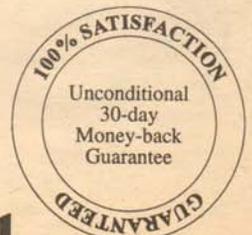
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# IHRSA'S Chuck Leve Promotes Gregg Shapiro

(Boston)- Mort Leve was one of the true pioneers in the sports club industry years ago. He was heavily involved in handball and due to that, he was instrumental in the establishment of an association for handball/racquetball club operators. The association became known as the National Court Club Association (NCCA). In 1981, the NCCA was merged with the National Tennis Association to form what is now called IHRSA (International Health, Racquet and Sports Club Association.)

Mort Leve's son, Chuck, became the Executive Director of



**Gregg Shapiro**

NCCA. After the merger, Chuck was named the interim Executive Director of IHRSA. Upon the hiring of John McCarthy, the current Executive Director of IHRSA, Chuck was named as the person in charge of the Associate Membership Department of IHRSA. (Then called IRSA). His job was to sell Associate Memberships to IRSA and to run IRSA's Annual Trade Show.

From his beginning as the person in charge Associate Membership sales and running IHRSA's trade shows Chuck's role has grown so that he now has the very important role of Director of Marketing for IHRSA. IHRSA is a non-profit trade association for health, racquet and sportsclubs from around the world. IHRSA now has over 3,000 member clubs in 48 countries.

John McCarthy, the Executive Director of IHRSA and Chuck's boss, made the following significant comment about Chuck Leve and his impact on IHRSA: "Chuck Leve's areas of responsibility now generate over 50% of IHRSA's annual revenue

and 100% of IHRSA's annual cash surplus."

Gregg Shapiro joined IRSA in 1987. His job was to assist Chuck Leve with marketing of Associate Memberships and running the two trade shows that the Association produces each year. In 1990 Chuck Leve and his family moved from Chicago to Boston so that Chuck could take the role of Director of Marketing for IRSA. After three years in Boston, Chuck and his family moved back to Chicago with Chuck establishing a Chicago office for his Director of Marketing position. That move left IRSA without a formal structure for the Associate Membership Department. For three more years, Chuck Leve and Gregg Shapiro worked together with the Associate Members and in the production of the two trade shows. (Annual Convention Trade Show and Annual IHRSA/Athletic Business Trade Show).

In an ongoing effort to add value to membership in IHRSA, Chuck Leve has announced on behalf of IHRSA, the promotion of Gregg Shapiro

to Director of Associate Membership, effective July 1, 1996.

Associate membership sales and service will be centralized in a new department under Shapiro's supervision. Prior to this, the Associate sales and service were handled by separate departments which handled other Association functions as well.

"My goal is simply to make it as easy as possible for our Associate Members to do business with us," said Shapiro. "This new arrangement

will offer them one-stop shopping for memberships, booths, advertising and all services they need from the Association."

"This is good news," said Dick Mitchell of Checkfree RCM Systems and chairman of IHRSA's Associate Member Council. "I'm looking forward to working more closely with Gregg on programs and benefits for Associate Members."

Chuck Leve comments,



**Chuck Leve**

"Greg has the experience, the commitment and the leadership ability necessary to insure that membership in IHRSA is beneficial to the bottom line of our associate members." Joining Shapiro in the new associate membership department will be Karen Pritchard, Associate Sales Manager; Rob Langone, Marketing and Service Manager; and Michele Eynon, Advertising Sales Manager.

## ...Surgeon General

continued from page 21

### Adolescents and Young Adults

- Nearly half of young people aged 12-21 are not vigorously active on a regular basis.

- Physical activity declines dramatically with age during adolescence.

- Female adolescents are much less physically active than male adolescents.

**HIGH SCHOOL STUDENTS** • In high school, enrollment in daily physical education classes dropped from 42 percent in 1991 to 25 percent in 1995.

- Only 19 percent of all high school students are physically active for 20 minutes or more in physical education classes every day during the school week.

### IDEAS FOR IMPROVEMENT

- This report identifies promising ways to help people include more physical activity in their daily lives.

- Well-designed programs in schools to increase physical activity in physical education classes have been shown to be effective.

- Carefully planned counseling by health care providers and worksite activity programs can increase individuals' physical activity levels.

- Promising approaches being tried in some communities around the nation include opening school buildings and shopping malls for walking before and after regular hours, as well as building bicycle and walking paths separated from automobile traffic. Revising building codes to require accessible stairwells is another idea that has been suggested.

## SPECIAL MESSAGES FOR SPECIAL POPULATIONS

### OLDER ADULTS

No one is too old to enjoy the benefits of regular physical activity. Of special interests to older adults is evidence that muscle-strengthening exercises can reduce the risk of falling and fracturing bones and can improve the ability to live independently.

**PARENTS** - Parents

can help their children maintain a physically active lifestyle by providing encouragement and opportunities for physical activity. Family events can include opportunities for everyone in the family to be active.

**TEENAGERS** - Regular physical activity improves strength, builds lean muscle, and decreases body fat. It can build stronger bones to last a lifetime.

**DIETERS** - Regular physical activity burns calories and preserves lean muscle mass. It is a key component of any weight loss effort and is important for controlling weight.

**PEOPLE WITH HIGH BLOOD PRESSURE** - Regular physical activity helps lower blood pressure.

**PEOPLE FEELING ANXIOUS, DEPRESSED, or MOODY** - Regular physical activity improves mood, helps relieve depression, and increases feelings of well-being.

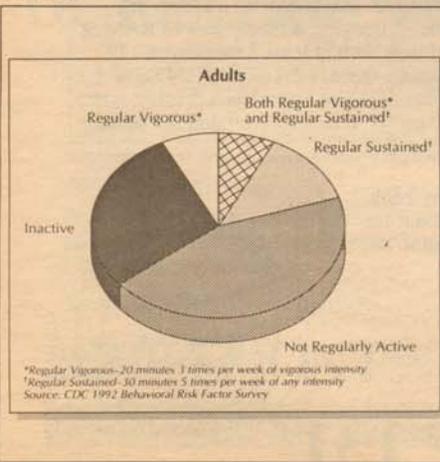
**PEOPLE WITH ARTHRITIS** - Regular physical activ-

ity can help control joint swelling and pain. Physical activity of the type and amount recommended for health has not been shown to cause arthritis.

**PEOPLE with DISABILITIES** - Regular physical activity can help people with chronic, disabling conditions improve their stamina and muscle strength and can improve psychological well-being and quality of life by increasing the ability to perform activities of daily life.

For more information contact:

Centers for Disease Control and Prevention  
National Center for Disease Prevention and Health Promotion  
Division of Nutrition and Physical Activity, MS K-46  
4770 Buford Highway NE  
Atlanta, Georgia 30341  
1-888-CDC-4NRG or  
1-888-232-4674 (Toll Free)  
<http://www.cdc.gov>  
OR: The President's Council on Physical Fitness and Sports  
Box SG  
Suite 250  
701 Pennsylvania Avenue, NW  
Washington, DC 20004



## Sales Makers

"Insanity is doing the same thing again and expecting different results"

*Stephen R. Covey, Author*

\*\*\*\*\*

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# SALESMAKERS TIP OF THE MONTH

## TRANSFERABLE ENROLLMENT CERTIFICATE

The transferrable enrollment certificate entitles the member to transfer their membership to a non-member, retaining monthly dues. The certificate represents the enrollment fee.

The club receives a transfer fee of (\$25, \$50, or a percentage of the enrollment fee) while the certificate holder receives whatever balance they want to charge, up to the current retail value of the enrollment fee. This gives the member a vested interest in their club and increases the perceived value of their membership.

It is recommended that your membership be a minimum of one year in length with a 30/45-day withdrawal clause after one year. The enrollment certificate is void for re-enrolling in the club 30/45 days from the termination of the membership. For more details, call: 1-800-428-3334.

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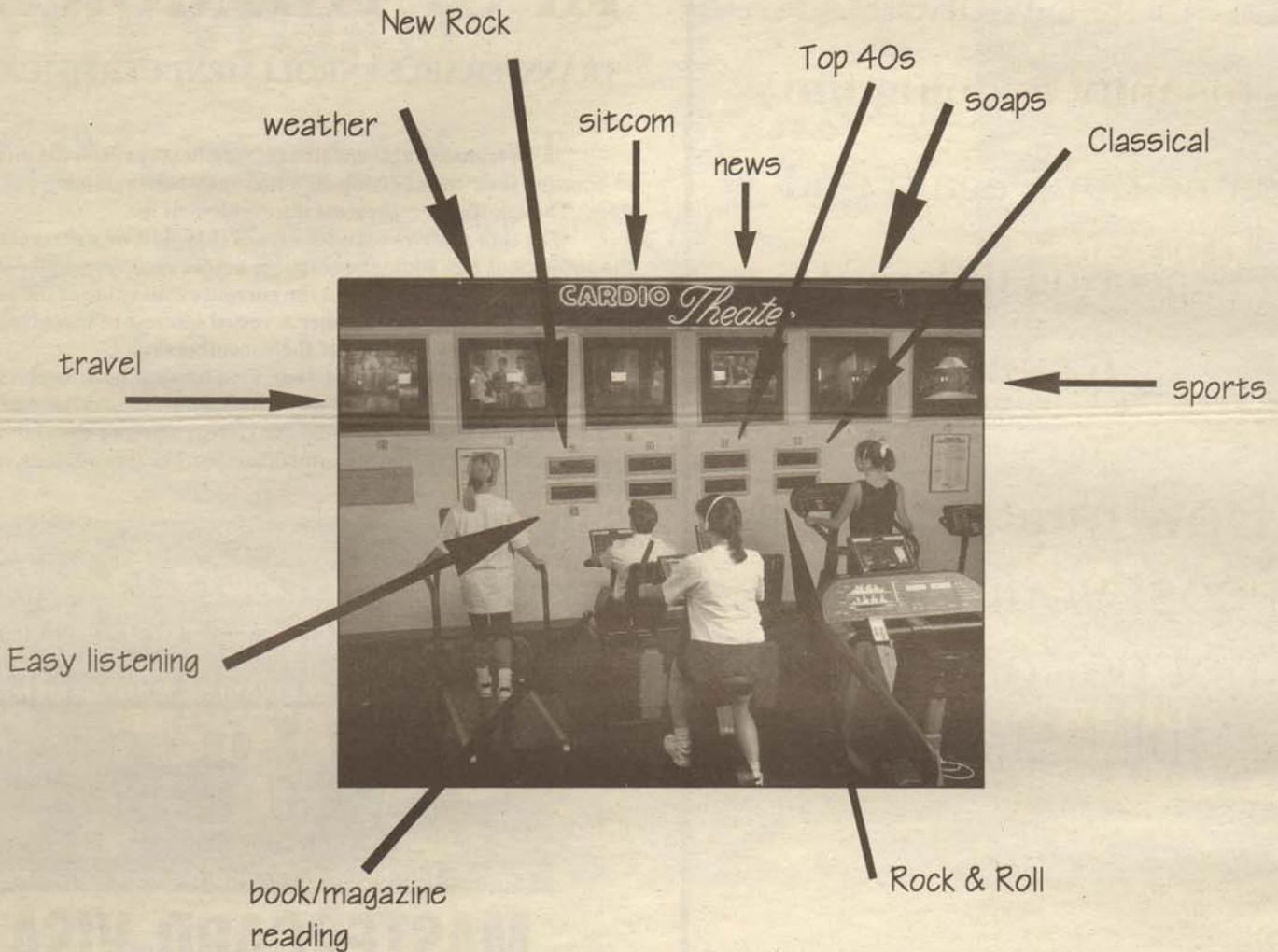
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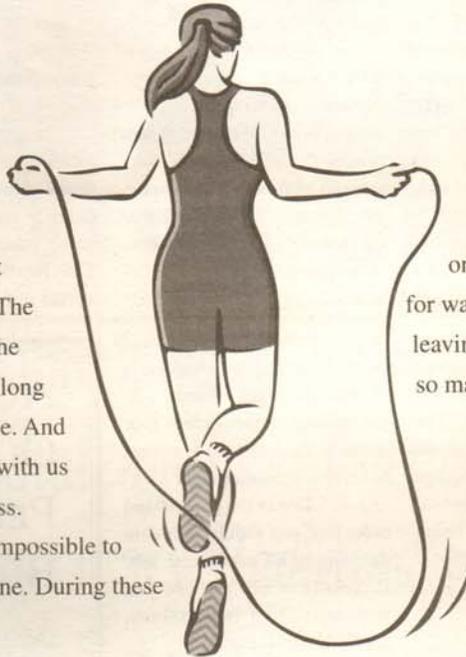
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**FitnessPak**  
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*Our Visit Makes The Difference*

## John Philbin

continued from page 11

can keep a good handle on the activities and quality control of personal training that is being conducted in your facility. We encourage our personal trainers to bring in outside clients, which will increase their revenue, as well as providing an opportunity to increase your membership base.

Club promotion is also a necessary part of a profitable personal training business. Successful club promotion can be accomplished in several ways. One promotional idea this is easily executed is posting the photographs and backgrounds of each personal trainer. These should be placed in a well traveled area of the club. If a member is interested in hiring a trainer, they can read what qualifications, certifications and specialty areas, such as seniors fitness, adolescents, pregnancy and rehabilitation, that the trainer possesses. You can also increase personal training participation by advertising personal training specials in your club newsletter. Some successful ideas include: giving new club members three free half-hour sessions, buy three sessions and get one free, or

discounts for the higher number of sessions purchased.

Many clubs also promote half-hour sessions. Half-hour sessions are very popular among people who work out at lunch time or have limited time to spend in the weight room. The rates for half-hour sessions obviously cost less and are therefore much more affordable for the average club member.

Another unique way to increase revenue is to provide incentives for club members. By encouraging them to bring friends into the club, you increase the probability of adding new members. You can give members a free personal training session just for bringing a new member into the club. Personal trainers may give a client a free session to give to a friend or family member for every ten sessions that they purchase. Promotions around the holidays also work well. Try selling personal training sessions for Christmas gifts, birthdays, anniversaries, Father's Day or any other occasion.

Some facilities encourage trainers to do more personal training by giving them a larger percentage of total fees collected. As their numbers of sessions per

month increases, they are able to keep a larger percentage of the fee. For example, one trainer completes ten sessions in one month and must pay 50% of their profits to the club. However, if the same trainer completes 30 sessions in one month, they only pay 40% of their profits

to the club, and if they complete 60 sessions in one month, they only pay 30% of their profits to the club. This sliding scale is a popular way to encourage your staff to increase the number of training sessions they complete per month.

These are some basic ideas and strategies that have been successful at various clubs and facilities, including my own. I hope you find them useful and applicable to your

facility.

(John Philbin, M.A., CCS, is the owner of Philbin's Health and Fitness Centres, Germantown, Md. and Centreville, Va. He is the President of the National Sports Performance Association (NSPA) and conducts cer-

tification courses around the country. NSPA courses are geared toward practical application and include a comprehensive written exam as well as a practical exam. For more information on the NSPA or its courses, please call (301) 428-2879 and ask for Beth or Tara.)

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# Reebok And Cross Conditioning Systems Announce Global Partnership

**Stoughton, Ma.** - Reebok International, Ltd. announced a new worldwide strategic partnership with Cross Conditioning Systems, (CCS) of Broomfield, CO. to license, develop and produce commercial and home fitness equipment.

Cross Conditioning Systems, founded in 1992, currently produces and successfully markets three products for the commercial marketplace. (1) The Body Mill- The first and only linked, weight bearing, non-impact

total body exercise machine, mixing the features of walking and cross country skiing. (2) The Body Trek - The first and only non-impact, elliptical motion exercise machine offering a total body workout by simulating walking and jogging with an upper body component. (3) The Body Block- The first and only free weight, selectorized dumbbell system featuring eighteen pairs of dumbbells in two handheld adjustable weight

stacks. Through the agreement, all CCS products will now prominently feature the Reebok sports performance logo.

"The partnership represents a unique opportunity for Reebok to expand our brand's impact in the commercial fitness market with exciting new products and with an excellent strategic partner in Cross Conditioning Systems", says John Frascoti, Vice President of Sports and Fitness Equipment Licensing for

Reebok. "The Reebok brand will continue to build its fitness heritage by working with CCS to provide clubs and consumers with innovative new fitness products that will meet consumers' needs."

Reebok brings to the partnership established fitness assets in the 55,000-member professional instructor alliance and the industry respected Reebok University educational programming. The Reebok brands heritage started in fitness in the early 80's

and has expanded since then with products, programming and education to clubs worldwide".

Reebok International, Ltd., headquartered in Stoughton, Ma., is a leading worldwide designer, marketer and distributor of sports, fitness and casual footwear, apparel and equipment. Principal operating units include The Reebok Division, The Avia Group International, Inc. and The Rockport Co., Inc. Sales for 1995 total approximately \$3.5 billion.

## ...Mike Chaet

*continued from page 16*

may LIVE LONGER. That's pretty unique in terms of benefits. Hot USP right now are: Weight loss, Save Money, Improve Health and Live Longer. Your Sub-Head should take your USP one step further to entice them into the body copy of your ad. For example if our headline is "Fitness may prevent premature death," your sub-head may be: "Isn't it about time you looked into this? If so, read on!" Which may very well lead them into the body copy of your ad which will tell them more.

### 4. DROP CAPS

At the beginning of each paragraph start the first word with a BOLD letter at least 1 point size larger than the body copy. This is done once again to capture the reader's attention and to get them to read on.

### 5. BODY COPY

The main copy within

your ad should be plain talk describing your unique proposition and how your club can provide this benefit to the reader. The body copy should once again be in plain talk, meaning a language that the reader will understand and not feel that they are being hyped.

### 6. OFFER

Your membership offer should describe how to take advantage of your USP. It should tell the reader what their savings or added value will be. This information should be placed below the body copy and above your logo and address.

### 7. LOGO

Many clubs will place their logo at the top of their ads thinking that it will improve name recognition. You may get a bit more name recognition, but you will have poor readership and response. The logo is only

important to the reader if the messages and everything else is correct. So, place it last as a final message to the reader. Your image is the last thing you want to leave your reader with.

This is the content and order that you should follow in developing all newspaper ads. Hopefully it will provide you with maximum impressions, readership and response.

This month's question was submitted by John Wood of Final Results in Gilbertville, Pa. John will receive a copy a Mike Chaet's new book How To Manage Your Club for Maximum Profit for submitting this month's question.

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

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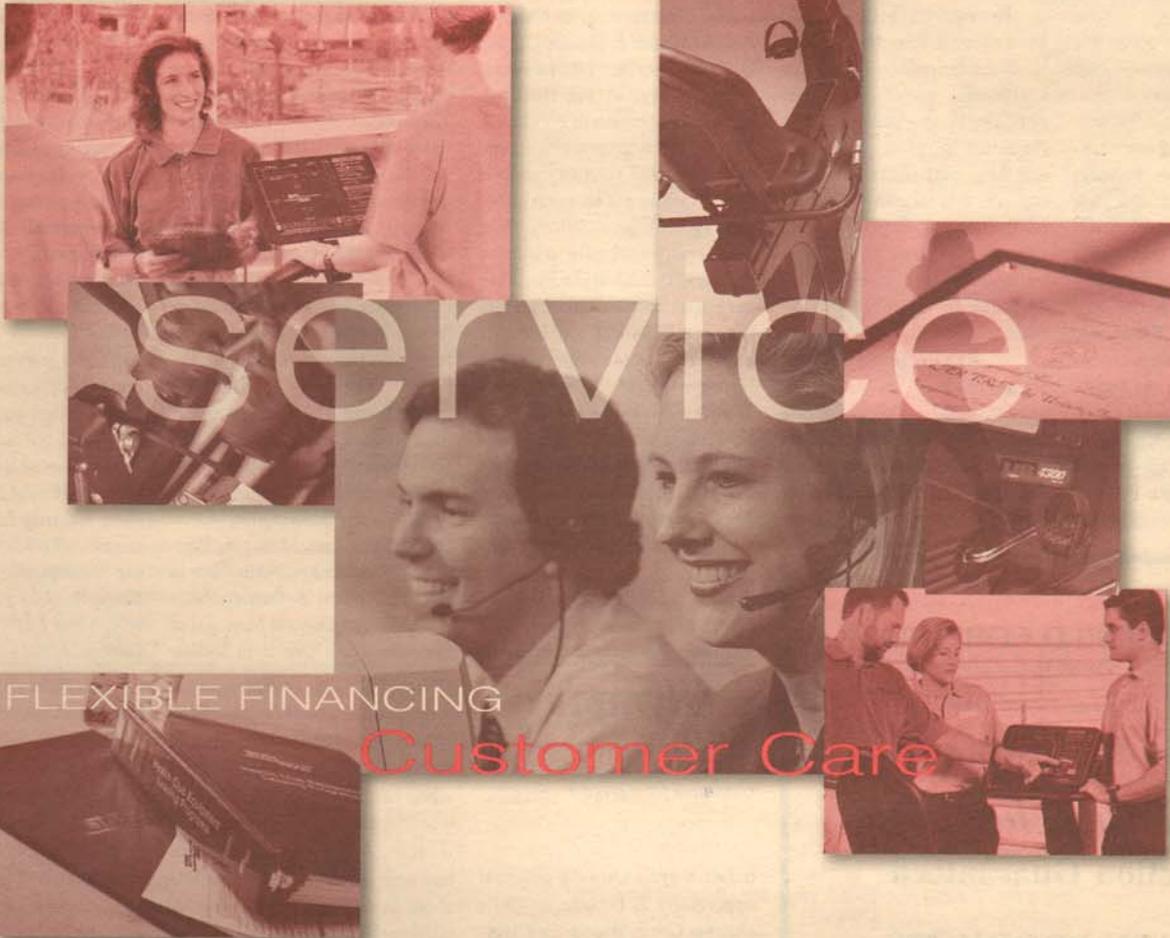
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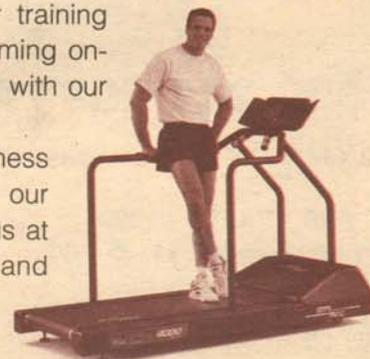
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## ...THRSA

continued from page 13

owner of Body Image, was also enthusiastic, "It's clear that THRSA will be a great benefit to our clubs here in Texas, specially given the close working relationship with IHRSA."

Earlier in the day, owners and managers participated in a workshop given by Fern Pessin, Founder of Programming for Retention, on implementing effective retention programs and attended a fascinating panel discussion given by three key industry leaders. Ramiro A. Galindo, Brent J. Darden and Frank M. Leonesio. They gave their perspectives on future trends in the industry. Galindo spoke on the challenges facing the industry in the legislative arena. He emphasized the importance of organizations like THRSA in delivering an effective political

message on issues such as licensing, property tax relief and unfair competition from non-profits. Darden, Vice President and General Manager of Cooper Fitness, gave a detailed presentation on the requirements clubs will have to meet in order to effectively participate in preventive health care. Leonesio, Founder of Q The Sports Club, spoke on the future for product branding and the growth of club chains in our industry, focusing primarily on the industry's need to find ways to effectively access capital markets. The panelists then took questions from the audience.

On the first day of the conference, over 250 staff members from 27 clubs attended a full-day customer service workshop consisting of three general sessions and two roundtable breakout sessions. This was the

first major off-site training experience for many of the attendees. "This was great, I specially enjoyed Frank Leonesio's presentations on customer service techniques. He was very motivational," stated Josh Carp of AeroFit Health & Fitness Centers in Bryan, Texas. Darren Allen, Club Manager of The Health & Fitness Connection in Fort Worth added, "It was great that we could afford to send so many people, they all really got so much out of this. THRSA can definitely count on our support!" The results of the two-day conference may have been best summarized by Herb Lipsman, THRSA Board Member and General Manager of The Houstonian Club, "The success of this event has by far exceeded my expectations, I must admit I was a little skeptical at first, but the THRSA team has done a tremendous job pulling the conference and the Association itself, together."

THRSA now has 25 member clubs and 9 associate members. "Before the conference

we had only eight founding members," commented Cid Galindo, Executive Director of THRSA. He also predicted fast growth for the Association. "The conference was an effective initial membership drive and now that we have developed some momentum and secured the participation of the biggest players in our state, including Q The Sports Club and Club Corporation of America (CCA). We must continue to build on our success. I believe we will reach the 60-member mark by the end of this year and will have 100 member clubs by the end of 1997." THRSA plans to organize two educational conferences per year and will have its first trade show next summer.

The founding members of the Board of Directors are: F. John Barizza, Jr., President of The Hills Fitness Center in Austin; Fred O. Brownson, President of Family Sports Center in Kerrville; David J. Cardone, Managing Partner of Memorial Athletic Club in Houston; Brent J. Darden, Vice President and General Manager of Cooper Fitness Center in Dallas;

Ramiro J. Galindo, Chairman of AeroFit Health & Fitness Centers in Bryan; Bruce Hendin, President of Racquetball and Fitness Clubs of San Antonio; Joe W. Holt, President of Corpus Christi Athletic Club; and Herb Lipsman, Manager of The Houstonian Club.

THRSA's mission is to help member clubs become more profitable by helping them elevate the quality of service they are able to provide, thus improving the public's perception of the industry in general. This mission will be achieved by providing a forum for owners, managers and suppliers active in the Texas health & fitness industry to share knowledge and pursue new or related business opportunities, by providing a unified voice in addressing legal and political issues at the state and local levels, and by providing affordable customer services training for front-line personnel. THRSA's headquarters are located at 1900 West Villa Maria Road; Bryan, Texas, 77807; telephone (409) 823-1919; fax (409) 823-1921.



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## ...Olympic Village

continued from page 3

deLeede got wind of a potential opportunity to become ACOG's (Atlanta Committee for the Olympic Games) Envoy to the Australian Olympic Team. This position would involve a serious commitment of time before, during and after the games, but after investigating the situation he decided to go for it. He applied for the volunteer position and won the honor of being the Atlanta host to his home country, Australia, where he still has close family and business ties.

As ACOG was preparing its Olympic venues, including the

Olympic Village, (which covered the entire campus of Georgia Tech University), Tony was discussing the Village with an ACOG official when he learned that the Village would not have a health club facility at all. A light bulb went off and he began discussions with ACOG about installing a health club facility in the middle of the Olympic Village to serve the 10,500+ Olympic athletes, thousands of coaches and other Olympic Staff. After several years of negotiations, deLeede succeeded in putting the deal together for the first ever Olympic Village Health Club. He is quick to point out that he could not have done it without the help of ACOG, Reebok, Cybex, Universal, Star Trac, Tectrix, Polar, Precor, TechnoGym, Heartrate, Skywalker, Icarian, StairMaster and Ab Trainer

When the time came to begin construction on the facility, there was no time to spare. The 6,000 square-foot club was built and equipped in an unbelievable nine days! The facility was situated in a ballroom in one of the student buildings. The building also housed numerous services for the athletes, coaches and staff including a bowling alley and pool room.

Immediately upon opening the club deLeede and his staff welcomed the Olympic Village residents by distributing 4,000 Cardio Theater Olympic Village caps. Even though the club was only open for about one month from start to finish, they experienced about 400 workouts per day.

The media exposure for deLeede and the other suppliers was excellent as TV stations and newspaper people from all over the world were constantly coming through.

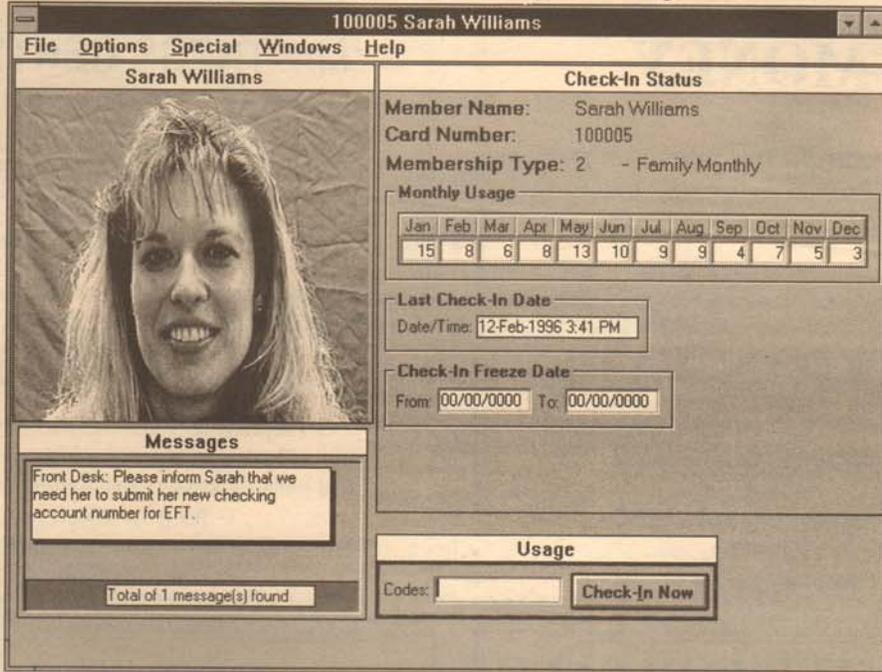
Since the 2000 Olympic Games will be held in Sydney in his native Australia, deLeede should be positioned nicely to be involved in those games again if he decides to do so. But, combining the job as Olympic Envoy to Australia and building and operating the first health club in the history of the Olympics has made this a summer that Tony de Leede will never forget.

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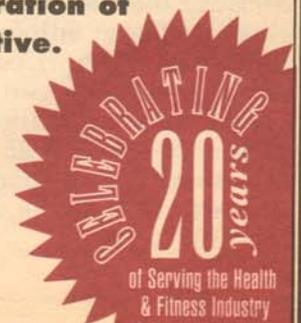
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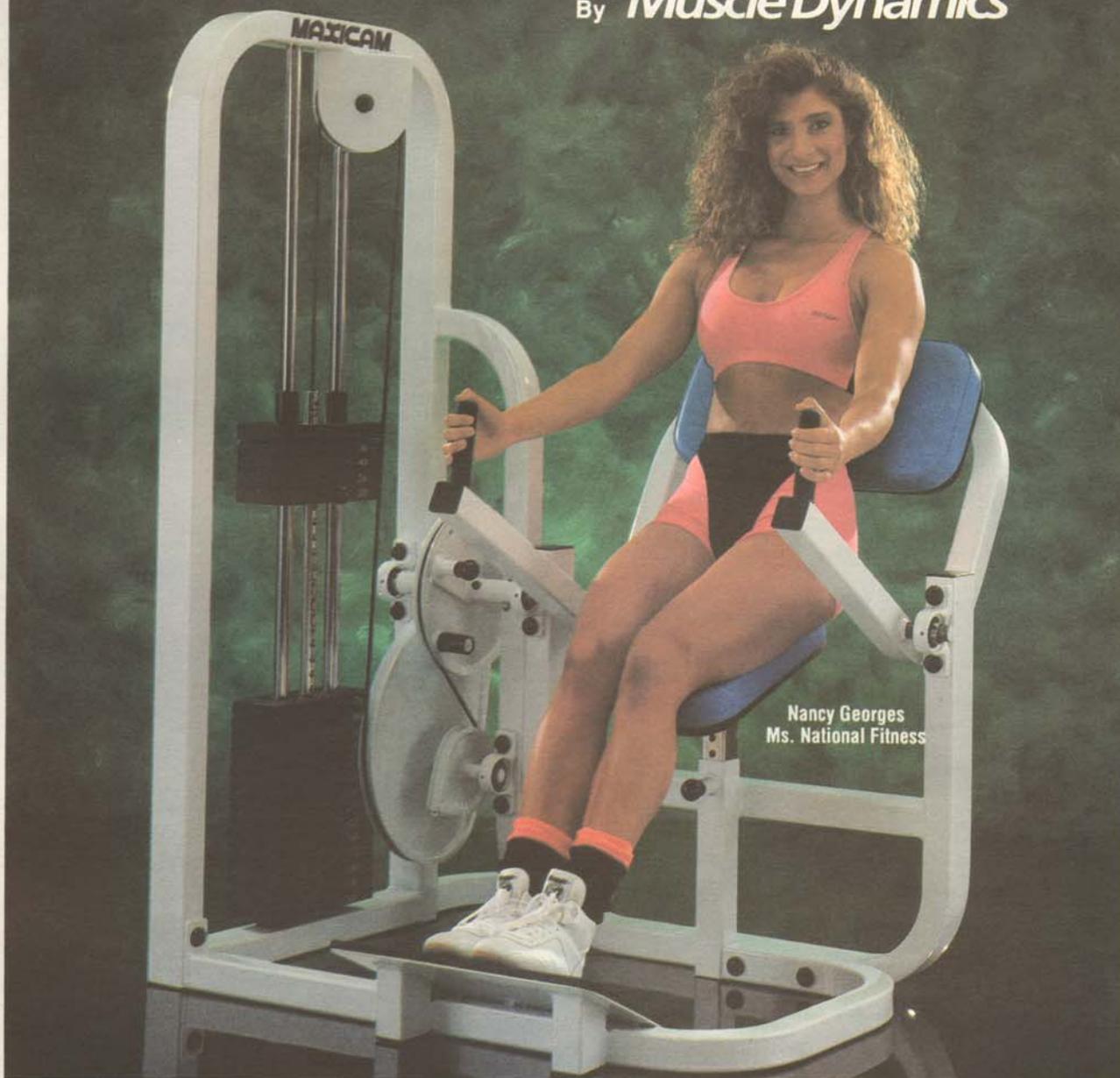
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