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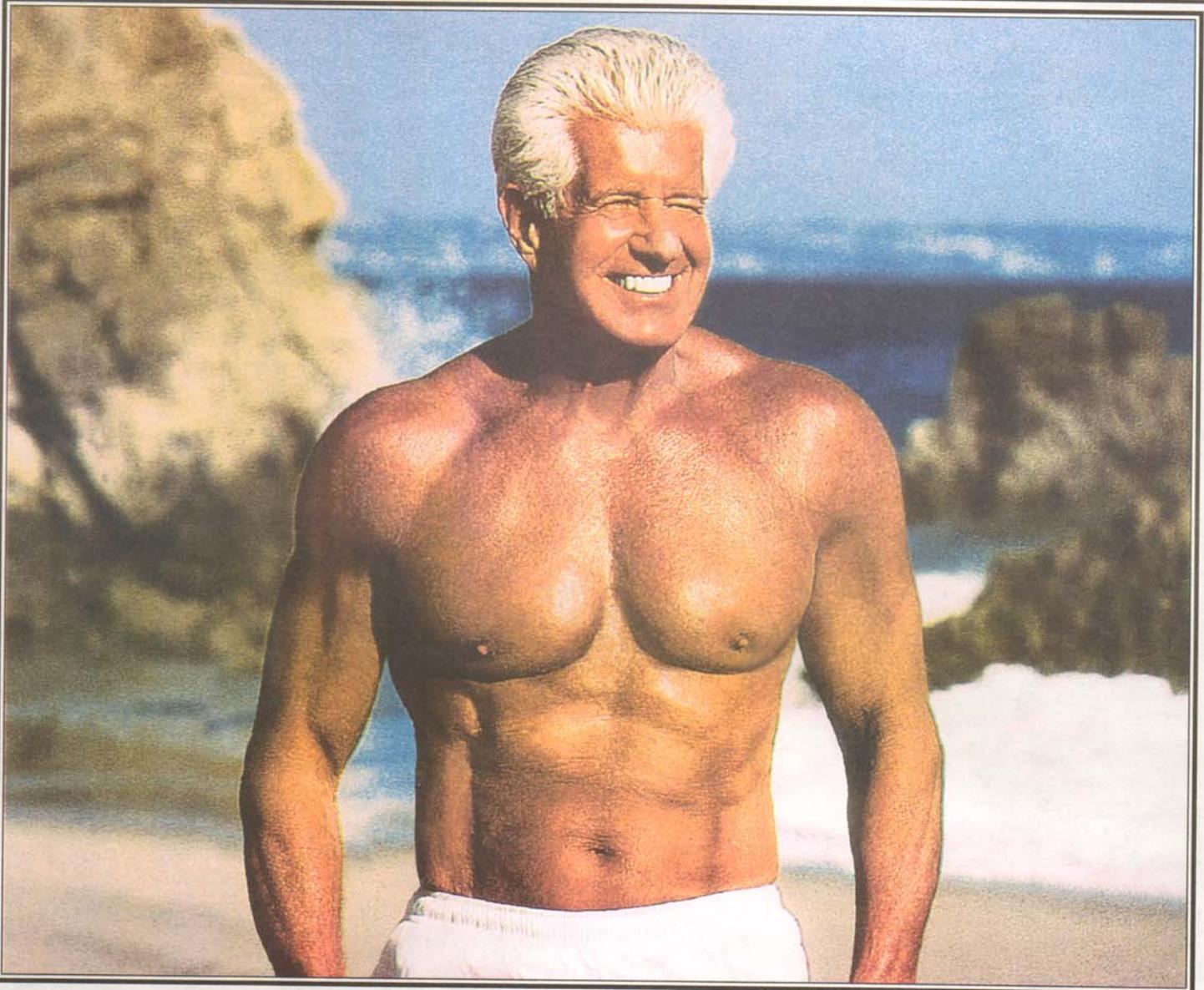
Norm Cates'

# THE Club Insider

## NEWS

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

OCTOBER 2002  
VOLUME 9 NUMBER 10



**Bob DelMonteque - Age 82 - See Page 12**

**Avoiding The "Geriatric Ward"**  
**What Is The Club Industry To Do?**  
**How Can We Tap The Vast 50+, 60+, 70+, 80+ Market?**

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# Norm Cates' **THE Club Insider** NEWS

## Lynn Swann Says "Make It Fun!"

By: Norm Cates, Jr.

Lynn Swann, NFL Hall of Fame Football player, ABC TV announcer and current Chairman of the President's Council On Physical Fitness and Sports, spoke to a packed room at the Club Industry Conference in Chicago, on October 10<sup>th</sup>.

Swann's presentation was intended to give club professionals from across the land some ideas on "How To Get Couch Potatoes Active." During his speech, Swann told the overflow crowd that they

need to find ways to "Make Exercise Fun!" three different times. It is gratifying to have heard these words from the mouth of the current Chairman of the President's Council On Physical Fitness and Sports because for almost 9 years now, The *CLUB INSIDER* News has been publishing ads that read: "**Make It Fun!**" We've promoted this idea because the health, racquet and sportsclub industry really should be all about fun. The truth is, exercise and the day-in-day-out dedication it takes to adhere to a very regular exercise program, is hard work. But, club owners

and operators can and do find ways to "Make It Fun!" for their members. Lynn Swann's comments were all about this and more.

Here some excerpts from Lynn Swann's comments to the Club Industry attendees. **Lynn Swann-** "My Mom and Dad encouraged everybody in our family to work out and to participate in sports. And, I think that is what we all have to continue to do. We need to encourage people to work out. We have to figure out ways to make working out fun. Ways that it will continue to be fun. Right now we are asking, 'Why

is America not working out? Why is obesity on the rise? Why is our population of sedentary people, both young people and adults, rising?' I don't think it is rising for as many negative reasons as people have put out there. I think it is rising because of the great success of our country. Think about what we have to do. If you're not working out, not teaching a class and are not involved in the health club industry, what is it that we really have to do in our society that demands that we be physically fit? What do we do that demands a great degree of physical exertion? We don't

have to go out and work the farm anymore do we? We don't have to go out and hunt for food. We have assembly lines to build cars. We have machines to dig ditches. So, the need in our society to have a strong, physical work force has diminished greatly. We're very concerned about making sure that our children are computer literate so they can function in our society today. A by-product of that concern is childhood obesity and it has been on the rise for the last two decades. So, what do we do about this? "

(See Lynn Swann Page 8)

## Precor To Be Sold To Amer Group

By: Ott Ummelas

**HELSINKI, Oct 4 (Reuters)** - Finnish sporting goods group Amer (AMEAS.HE) has contracted to buy U.S. fitness equipment maker Precor for 180 million euros (\$178.2 million) in cash to fill a gap in its wide range of sports products.

The deal with Precor's

parent firm, diversified manufacturer Illinois Tool Works Inc. (NYSE:ITW - News), initially sent Amer shares seven percent higher as the market warmed to the deal.

Amer, owner of the Wilson brand of tennis rackets used by the Williams sisters and Atomic skis used by Stephan Eberharter, has looked for acquisitions to achieve its goal of becoming the world's top

sports equipment maker by 2004-05.

"This acquisition complements our existing product portfolio and brings us one step closer to our target of becoming the number one sports equipment company in the world," Amer Chief Executive Roger Talermo said in the statement.

Seattle, Washington-based Precor Inc.'s annual sales in 2002 are estimated at 195

million euros and its operating profit 24 million euros, Amer said. It added that the firm's President, Paul Byrne, will continue to head the company.

Precor invests heavily in research and development, holds more than 170 patents and has a staff of 500, Amer said.

The firm, focused on high-end fitness equipment for homes and sports centres, is one

of the best-known brands in this field in the United States. It produces treadmills, stationary bicycles, cross-training machines and other equipment.

The deal requires approval from government authorities and is expected to be completed in November.

(See Precor Page 8)

## Avoiding The "Geriatric Ward"

### How Can We Tap This Vast 50+, 60+, 70+, 80+Market?

By: Norm Cates, Jr.

#### Part - II

Last month we brought you Part I of "Avoiding The Geriatric Ward", a Special Report on the vast 50+ market. We heard from Dale Dibble, John McCarthy, Dennis Keiser, Colin Milner, Barbara Morris, Anthony Slayen, Patricia Weir,

Jennifer Lynn and David Lahait with very meaningful Special Reports.

The potential new health club member numbers are staggering amongst the 50+ market, but health club owners in America continue to focus almost exclusively on their now obsolete target market, the 18 to 35 age group. The truth of the matter be told, and you will read about it once again herein,

that market is going to dry up. And, in that process, health club owners who have failed to study and learn about the potential of the 50+ market and who have failed to begin to take action now, will be high and dry when the bell rings.

Contained in this Special 50+ Report Part II is commentary from Michael Scott Scudder, a leading club industry consultant who shares, along with me, the same concerns that Bill Pearl expressed in our August issue. The concern? That our industry is going to run out of prospective members! If that doesn't get your attention as you read these words, I can only say one thing to you: Please obtain a copy of our August and September issues

and study the information in them.

Also contained in this Special 50+ Report- Part II, is a terrific interview with our Cover Subject this month, 82 year-old, Bob DelMonteque. Bob is maybe the most excellent example there is that you do not have to get old as you age. And, in his interview he shares a lot of his expertise on his anti-aging lifestyle.

Additionally, throughout this Special Report this month, we have interviews with some of America's top club 50+ programming experts, including people working in clubs across America who have been and are out there doing it successfully with the 50+ Markets. They will show you the way in these interviews and we urge you to

learn from them and apply what you learn in your club. These people were chosen for this Special Report because they were winners or high finishers in the IHRSA/Keiser 50+ Awards Program over the past 10 years. And, we have comments from Dr. Steven Blair, of the Cooper Clinic in Dallas, Texas. Colin Milner, the Founder and CEO of the International Council On Active Aging, (ICAA) conducted and contributed this interview.

So, enjoy this, the last issue of our 9<sup>th</sup> Year. Next month, in our November, 2002 issue, we will begin our 10<sup>th</sup> year of publication. It has been fun. And, it has been an honor serving you with this vital publication - The *CLUB INSIDER* News.

#### Inside The Insider

- 50+ Market Special Report Interviews with: Michael Scott Scudder, Bob DelMonteque, Dr. Steve Blair, Sarah Kennedy, Judy Dubreuil, Anita Drew, Melanie Cook, and Kathy Kres
- Top 10 Reasons Why Older Adults Should Exercise
- Six Ways To Thrive and Survive In A Downturn

## ●Norm's Notes●

•Congratulations to all of the folks at Life Fitness and KEVIN GRODZKI, CEO, as they are Celebrating the 25<sup>th</sup> Anniversary of the company! Life Fitness is truly a great American success story. The story dates back to the 1970s when RAY WILSON obtained the rights to a stationary exercise bike made in Italy. Ray then teamed up with a young man named AUGIE NIETO, who took the ball and ran with it, developing what we know today as the Lifecycle. (If you remember those original yellow versions, then you've been around for awhile.) Augie loaded up a van and went door-to-door, club-to-club, around the country selling the Lifecycle

bikes. To say that they "took off" would be an understatement! Lifecycle evolved and began to build treadmills and before long, the company name was changed to Life Fitness, a name which is now the dominant name in fitness equipment worldwide. Nobody else is even close. Augie sold Life Fitness to others and finally Bally Corporation and down the line, Bally sold Life Fitness to the giant Brunswick Corporation where Life Fitness has thrived and has been one of the star performers for the conglomerate, Brunswick Corp. In Chicago earlier this month, Life Fitness launched several new products, including its new Cable Motion Series strength

training units, including Chest Press, Shoulder Press and Total Leg machines. They also unveiled the new 9500XXL bike designed for taller athletes and the new 9500RHR, 9100R and 8500R commercial recumbent exercise bikes. Also, Life Fitness has announced that CARRIE ZAKARIAS, has been named Fitness Education Manager and will be responsible for developing and marketing of Life Fitness' educational offerings. She has a Master of Science in Kinesiology with an emphasis on exercise physiology and she has experience with a number of fitness facilities. Carry will be leading the Life Fitness Academy, an

educational thrust of Life Fitness. The Academy awards annual scholarships for higher education to professionals from around the country. Congratulations and good luck Carrie, on your new role with Life Fitness.

• IHRSA will be involved for the last time in Orlando at the IHRSA/Athletic Business Conference and Trade Show, November 6 thru 9<sup>th</sup>. PETER BROWN'S Athletic Business Magazine has agreed to acquire IHRSA Trade Show interests and will continue the show. IHRSA will host its 22<sup>nd</sup> Annual Convention and Trade Show in San Francisco, February 26 thru March 1, 2002, and we urge you to be there. For Con-

vention or IHRSA Membership information contact IHRSA at: (800) 228-4772. If you have products or services that you would like to exhibit at IHRSA San Francisco, contact TOM HUNT at the number above. At the recent Club Industry Show in Chicago, IHRSA announced a new marketing alliance with Summit Learning Systems to provide member clubs with a membership sales system. For information on all of IHRSA's many industry thrusts go to: [www.ihrsa.org](http://www.ihrsa.org).

•The Florida Health Club Association (FHCA), will host its Annual Meeting at IHRSA Orlando, on November 7<sup>th</sup> from 5:30 to 7:00 p.m. The  
*(See Norm's Notes Page 5)*

# THANKS FOR 9 FUN YEARS!

By: Norm Cates, Jr.

### 9 Years and Counting!

It is really hard to believe that this issue marks the end of our 9<sup>th</sup> year of publication of The CLUB INSIDER News! As we roll into our 10<sup>th</sup> year of publication with our upcoming November, 2002 edition, I have a lot of people I want to thank for helping us defy all publishing odds with this completed 9-year run. First, let me thank our advertisers for their support over the past 9 years. These terrific companies bring The CLUB INSIDER News to

the club industry worldwide every month. Without their support I would not be writing this 9 Years and Counting! note to you. I urge you to contact our terrific advertisers and consider their products and services for your club. Also, let me thank you for reading The CLUB INSIDER News. And, while I am saying "thanks" to you, our readers, let me once again explain that if you see The CLUB INSIDER News in your mailbox "once in a while" instead of EVERY MONTH, you are NOT a subscriber. Many of you have told me how much you enjoy reading The

CLUB INSIDER News and then when I check our paid subscriber records, I often see that the individual that made the comment to me is not a PAID SUBSCRIBER! Our paid subscribers receive The CLUB INSIDER News every month. We also send out promotional copies to a randomly selected group of clubs each month and you may be on that list and just think you are a subscriber. But, if you have not sent a check or major credit card charge authorization, you will not get the paper every month. That means you MISS A LOT every month that you don't. Missing just one month of The CLUB INSIDER News could cost you a bundle in terms of missed ideas or business opportunities. So, once again, I want to ask you for your paid subscription support. Right now our subscription rates are just \$69 per year or \$89 per 18 months, but our subscription rates will INCREASE on November 29, 2002 to \$79 per year and \$99 for 18 months. So, please take a moment and complete the Subscription Form on the bottom of pg #5 and send it in so you will receive The CLUB INSIDER News every month!

Thanks to everybody at WALTON PRESS, especially Ms. LINDA MCGINNIS, my account Rep. for putting up with me. They All do a fantastic job at Walton Press in Monroe, Ga!

I also want to say SPECIAL THANKS to my son JUSTIN CATES, as he has done a terrific job every month of 2002 with the layout of The CLUB INSIDER News. He has done this monthly layout work on top of his Senior year high school work and playing high school football. (His team is 6-1 right now and headed for the Playoffs!) Justin replaced the terrific CATHY BROWN of Atlanta's HUDSPETH REPORT. Cathy had been our Layout Director for 8 years when Justin assumed the role in January, '02. Also, very special thanks to RICK CARO, my good friend, who with the other original members of the Faust Roundtable #1, helped me dream up this publication and develop the business plan. Special thanks to all of our Contributing Authors over the first 9 years. These industry professionals have made The CLUB INSIDER News truly a MUST READ in the club business. I also want to thank JOHN MCCARTHY and RICK DEVEREUX, and all of the folks at IHRSA, for their assistance and support over the years. And, thanks to HERB GREENBAUM, HOWARD RAVIS and SAM POSA of Club Industry Magazine and WALLY and MESCHELE BOYKO of the National Fitness Trade Journal for their help and support.

As we move into our 10<sup>th</sup> year of publication of The CLUB INSIDER News I hereby pledge to you to continue to do the things that have brought us this far. We will publish the latest club business news FIRST, months before all of our glossy (but excellent) competitors, we will publish important and helpful educational articles that will help you bring more money to your club's bottom line and last, but not least, we will continue to be the ONLY PUBLICATION in the health, racquet and sportsclub industry to "TELL-IT-LIKE-IT-IS!" when it comes to important industry issues that will impact us all. Saying that a different way, we are going to continue to go after companies or individuals that, through their actions, are hurting the club industry. We will pursue and expose them by telling the truth about what they are doing, even when it is the 'nasty truth.' Nobody else, no publication, no individual, will do it. But, you all have your businesses on the line out there and anybody that threatens those businesses you've worked so hard to build, must be dealt with and exposed before they go too far. These have been my pledges to you for 9 years. They have not and will not change. THANK YOU and STAY TUNED!

Norm Cates'®  
**THE Club Insider**  
 NEWS

Established 1993

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### ...Norm's Notes

continued from page 4

meeting will be held at the Peabody Hotel at a room to be announced. FHCA, spearheaded by veteran Florida club owners, **BOB KARSHNER**, **JOE CIRULLI** and **GEOFF DYER**, has fought hard for years now to get the Florida Sales Tax on health club memberships repealed. It is hard to believe that they have had such a difficult time getting this tax repealed, given the fact that it was put in place by the Florida State Legislature with very dubious, and some would argue, fraudulent methods, when it was 'tacked-on' at the last minute to legislation that was later dropped. But, the tax still stands. One day the FHCA will succeed in this tax repeal effort, but it will probably have to be during a time of better economic conditions for the state.

• Speaking of IHRSA President, **GEOFF DYER**, it appears that Geoff, who is IHRSA's 21<sup>st</sup> President, has drawn the attention of some prominent IHRSA members, including veteran **KEITH NYGREN**, co-founder and co-owner of Milwaukee's **Wisconsin Athletic Clubs**. Here is the scoop. In recent issues of CBI Magazine, Geoff had written in his monthly comments statements that have caused Keith, speaking on behalf of his organization and others, to step forward with concern. That concern is that Geoff Dyer is promoting the idea of new club development

in markets that are already totally way-saturated, new club development in general clearly is not beneficial to dues paying IHRSA member clubs. Markets like Chicago. Keith informed me that he attended the IHRSA Board Meeting held in Chicago during the Club Industry Show and he was given the opportunity to speak to the board in opposition to this message from Geoffrey. Keith indicated that Geoff and the Board was open and receptive to his comments.

• It has been reported that the **CURVES For Women** franchise organization has now reached 5,000 locations! (3600 open and 1400+ under various stages of development). So, let me get this straight. Curves, will before long, have 30% of the total health clubs in America? So, what is our industry going to do when Curves blows up? I am becoming more and more convinced that this "Growth-at-all costs" mentality is going to backfire. Sure hope I am wrong. In case you don't know about Curves, check out their Website at: [www.curvesinternational.com](http://www.curvesinternational.com)

• **JOE WEIDER** is one of the **Legends** of the fitness industry worldwide and is surely the most prolific publisher in the history of the industry. **Weider Publications, Inc.**, the publishers of **SHAPE**, **Fit Pregnancy**, **Natural Health**, **Men's Fitness**, **Flex and Muscle** and **Fitness Hers Magazines**, have announced that it has retained **Rothschild, Inc.** to assist in its

evaluation of strategic alternatives. What that means is that Weider Publications wants to raise more money so it can grow. **J. Russell Denson**, President and CEO of Weider Publication, said, "In the last two years, Weider has experienced record revenues and profits, based on increased advertising and news-stand sales. And given favorable fitness trends and the strength of the company's brands and management, we believe that the company's growth prospects are excellent. However, such growth implies the need for additional capital. A sale may be more likely."

• Congratulations to **MAURICE "MOE" MORIN** and his sons, **DAVE**, President and **BRIAN**, Vice-President, of the **Fore Court Racquet and Health Club** in Cumberland, Rhode Island, as they just unveiled their expanded fitness center, now giving them 8500 sq.ft. of fitness space to go along with their tennis, racquetball, weight training, yoga, kickboxing, and group exercise, including spinning. It was great to hear about Dave and Brian rolling up their sleeves and doing a lot of the physical labor themselves, saving an estimated \$50,000! The story reminds me of when I used a 20 pound sledge hammer and stood on scaffolding for six weeks tearing out four racquetball courts at my Lenox Athletic Club in Atlanta in 1984. "Moe" Morin founded Fore-Court 30 years ago as an indoor-tennis club, that at the time, had 800 members. Now, the newly expanded club has over 2800 members and will clearly experience growth due to their expansion and remodeling project. The Morins represent all that is good about our industry. A long-time family business of good people serving their communities. Congratulations guys!

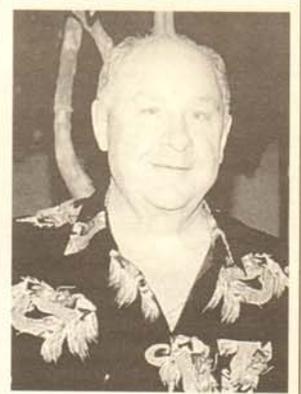
• Last month, the **National Institute of Medicine** called for people everywhere to exercise for one hour per day or more. In response to that, **COLIN MILNER** of the **International Council On Active Aging** issued a memo of disagreement on that idea. The reason the ICAA opposes that suggestion is that they feel a stipulation of one hour of exercise per day would be a barrier to entry into exercise for many members of the "mature market." I actually agree with Colin and as a "Senior Baby

**Boomer"** at age 56 who walks a minimum of 32 miles per week (9.6 miles on Saturday, 6.4 miles on Sunday and 3.2 miles Monday thru Friday), I can truthfully say that in my view, to suggest to a currently sedentary older individual that they should exercise a minimum of one hour per day will, in the long run, be a losing proposition.

• **GARY ALBERT**, the founder of **ActivTrax** tells me that he will be taking his revolutionary new fitness workout programming system out to clubs around the country, so be sure to contact them to see when they will be in your area. He indicated they had a terrific experience at The **CLUB INDUSTRY** Show and were following up with their tour. Check out the **ActivTrax** ad on our Outside Back Cover. Good luck Gary!

• **BRIAN COOK** and the **Nautilus Group, Inc.** continues to produce amazing numbers. For the third quarter of 2002, they reported net sales increased by 72% from \$88.7 million to \$152.9 million. Cook's strategy of taking three great name brands, **Nautilus**, **Schwinn**, and **StairMaster**, albeit bankrupt companies, and re-launching them, is apparently working well. It is not lost on the industry that Cook has been very smart to have people like **KEVIN LAMAR** and **JIM TATUM** on his team, they are both seasoned industry talents that know how to make it happen. And, consumer reviews on the **BowFlex** conducted independently, show great customer satisfaction with **BowFlex** and terrific referral business for it.

• **Bally Total Fitness** has announced that it has, for a third time, sold a random cross section of the company's membership receivables portfolio at net book value to a major financial institution. The sale resulted in \$24 million in cash, which is being used to reduce debt. **LEE HILLMAN**, Bally Total Fitness Chairman, CEO and President, also announced that BTF will reduce capital spending in 2003 to about half of the levels spent during the last three years, but that 14 new clubs already under development will be completed. Hillman commented, "Our expectation of free cash flows in 2003, coupled with lower capital expenditures and over \$50 million of current bank line availability, provide a more



Norm Cates, Jr.

conservative path suitable for current economic conditions."

#### STAY TUNED!

• **KATHLEEN POWERS** is a Sophomore at my Alma Mater, N.C. State. She is a Business Management/Accounting major and a Park Scholarship winner. She has developed a service project called the **Dance Marathon** at N.C. State and the inaugural dance marathon will take place on February 7<sup>th</sup> and 8<sup>th</sup>, 2003 and all proceeds will benefit patients of the **North Carolina Children's Hospital**. If you have just \$1 or more to contribute to this cause, send it to: Dollars For A Difference Children's Fund care of; Dance Marathon at NC State, 3115 Talley Student Center, Raleigh, N.C. 27607. I know the Hospital will be able to meet their goals of serving children better with our help.

#### Email:

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# Make It Fun!

## Norm Cates' Club Insider NEWS

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## Michael Scott Scudder's FITNESS FOCUS

Office: (505) 690-5974 Fax: (505) 751-4220

Web site: [www.scuddertour.com](http://www.scuddertour.com)

Dear Norm:

This letter has been awhile in coming. But I definitely wanted to respond to your *terrific* August 2002 edition of "Club Insider News."

It is no secret that I am a Norm Cates fan, and have been for several years. To me, your publication is a monthly, much-awaited breath of fresh air in our industry. You "tell it like it is"...and there doesn't seem to be too many of us around these days who do that!

I particularly congratulate you for the best issue ever...the August issue. The article/interview with Bill Pearl is a gem that *everyone* in this industry ought to see. The leasing article is a "must read" for club owners and general managers. And, as always, the rest of the mag was chock full of goodies.

Norm, I was *so glad* that you and Bill Pearl spoke out so strongly about your concerns for our wonderful industry. Bill said "We've got to wake up. If the health club business continues on like it is today, it is going to run out of customers. That's all there is to it." You added that "...the club industry could be destroyed as we know it."

Norm, I want to add my voice to yours and Bill Pearl's. And I want to offer some evidence that you and Bill are *right on*, sad to say. In offering this evidence, I request that the reader consider three things: 1) numbers, which seldom lie; 2) populations and needs; and 3) practices.

### NUMBERS

It is an established *fact* (IHRSA, 2001) that our industry sold over 100 million memberships in the decade of the nineties. It is an established *fact* that at the beginning of that decade, we had 15 million members in health clubs. It is an established *fact* that, at the end of that decade, we had 33 million members of health clubs. The past 21 months have seen very similar numbers, and we now enjoy just about 34 million members in some 18,300 clubs.

Here's the glitch...and the point of my concern. If we

sold 100 million new memberships, and only gained a net of 18 million members, can somebody tell me what happened to the other 80 million-plus members? Well I can tell you. They didn't get what was promised. They didn't get what they wanted. And for sure, they didn't go to other clubs. They just *disappeared*. And when I look at the overall numbers of exercisers from SGMA 2001 figures, I realize that possibly only about 25% of them continued exercising at all!

Norm, this is a trend we don't want! If one also looks at the number of people populating the U. S. today (285 million), the number who are really ineligible for health club membership due to age, infirmity or socioeconomic status (90 million)...then subtract the number of memberships in force and the number of memberships sold, one quickly recognizes that there are, in actuality, about 80 million prospects for membership left! At the present rates of *club growth* (outpacing percentage-wise the number of new members being added; in other words, more demand than supply), *retention* (less than 60%) and *critical mass* (12% of the population are members of health clubs) - one comes to the statistical conclusion that we will burn through the potential membership base in less than ten years!

### POPULATIONS AND NEEDS

There has been so much written about clubs not responding to the needs of the various populations that I don't want to add to it nor be redundant. So I'll make a simple analogy.

If you likened a health club to a good social club-restaurant, here's what you'd have: 21-35 year olds generally want action, crowdedness, hot music and noise. Social clubs that cater to them do well. 40-plussers want sophistication, quality, pleasant surroundings and quiet. They won't go to "hot clubs." They'll go to upscale restaurants. The two can't mix.

Our health club industry is *still practicing old*

*ways*...methods that worked in the seventies and eighties and even into the nineties - and won't work now. Club layouts don't cater to different needs, different styles, different demographic/sociographic groupings. Club programming in general - where it even exists - is perpetually locked into what appeals to people under 40.

Yes, there are *some* exceptions, but few and far between. My dear old friend, John McCarthy of IHRSA, in September's "Club Insider" made the statement: "Easily, 50% of America's clubs are consciously developing the 50+ market." *I wish*. I am sure he meant 50% of the IHRSA clubs, representing less than 1/5 of the entire domestic health club market - is attempting to get into the 50+ market. But the remaining 15,000 U.S. clubs are still stuck in the 21-35 marketing rut...as evidenced by pricing, lack of quality service, and the still-abysmal retention statistics in our industry.

### PRACTICES

No one in this business wants to have us *deliver on the promise* of the health club industry more than I do. No one believes any more than I do that *we have a magnificent "window of opportunity" to make an incredible difference for humanity*. And no one is more concerned (than perhaps you and Bill Pearl) that we are *seriously dropping the ball*.

So long as I see gum-snapping, ill-trained kids staffing front desks; so long as I see price-cutting, specials, two-for-ones, drop-down sales and Lord knows how many other disgusting methods of coercing people to "buy a membership"; so long as I see 90% devotion to getting new memberships and 10% commitment to giving service; and so long as I witness no real intention on the part of the overall industry to do anything about it, I will be concerned and actually scared that we are rapidly depleting the prospect base. I remember the Pete Seeger song of years ago: "When will we ever learn, when will we ever learn?"

Norm, I have spent the better part of my adult life in the health and fitness industry.

I am moving rapidly towards the completion of three decades in this business. I still love it as much today as I did my first day in October, 1976. But, *I have never feared more for our industry than I do right now*.

It is time for us to "stand up and be accounted for," to take a long, hard, honest look at what we are doing and how we are doing it, and to make those changes (some drastic) necessary to right our paths. I believe, if we do, we will be able to create the delivery systems to bring forth the dream, we will finally make a *real difference* in society, and we will be able to look back at these times and recognize them

as the *growth years* rather than the *golden years just before it all peaked*.

I sincerely hope that the readers will see the strong intent behind my message and not be stuck in my sometimes-negative messaging. I concur heartily with Bill Pearl, and I'll add one final statement: "PLEASE wake up!"

Respectfully,  
MICHAEL SCOTT SCUDDER

*Michael Scott Scudder is a club consultant and business management trainer from Taos, New Mexico. He can be reached at: 505-690-5974, or by email at [fitfocus@aol.com](mailto:fitfocus@aol.com).*

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### ...Precor

continued from page 3

#### SHARES JUMP

Shares in Amer jumped over seven percent on the news but came off highs to trade five percent up at 27.30 euros at 1205 GMT. The stock still remains some 30 percent below a 2002 peak reached in May.

Analysts said the purchase met their expectations,

with the fitness industry seen offering new growth potential for Amer, which also makes tennis rackets, golf clubs and snowboards.

Amer also manufactures and sells tobacco products under the Philip Morris (NYSE:MO - News) licence, but has long tried to sell the unit.

"The price was quite fair; looking at profitability, Precor is in good shape," said Ari Laakso, an analyst with

Mandatum Stockbrokers, who rates Amer stock a "buy".

"The strategy is quite good, because Amer has always highlighted that it wants to buy companies that have solid technological knowledge and high-end products," he added.

Alfred Berg analyst Tia Lehto, said the purchase meant Amer did not need to make another acquisition to become the world's largest sports goods maker.

Amer has previously

said it will become the top sports equipment maker once it achieves annual sales of 1.4 billion to 1.5 billion euros. Last year, it posted flat sales of 1.1 billion euros as it was hit by the global economic slowdown and the repercussions of the September 11 attacks.

On Friday Amer said earnings at its non-Precor operations remained stable, adding that it would not change its full-year outlook of flat operating profit, excluding one-off items,

compared with the previous year.

The Salomon and TaylorMade operations of Adidas as well as the Titleist golf products of U.S. Fortune Brands (NYSE:FO - News) are Amer's biggest competitors. Nike is less of a threat as less than one tenth of its revenues comes from sports equipment. (Additional reporting by Alistair Holloway).

### ...Lynn Swann

continued from page 3

Swann continues, "There is a good reason and need for why we exercise and stay in shape. And, that is the improved health and quality of life it provides for each fit person. We all know how good we feel when we work out. I don't need to tell you that. I'm 'preaching to the choir.' But, we have to get other people that don't work out to understand that they will improve the quality of their lives dramatically if they add a physical component to their lifestyle. Not an optional component, but something that is a *priority* in their life. In America we spend over 100 billion dollars a year on *preventable diseases*. Key word: *preventable diseases*. I'm not talking about being in shape to play pro football. I'm just talking about being in good condition through regular exercise."

"I believe, as Chairman of the President's Council On Physical Fitness and Sports, that if we can just keep getting the message out to people that the healthy lifestyle has great benefits to everything they will do in life. I believe that for those people that are not there, eventually, it will 'click.' When that happens, they will need some place to go and get the information and help they will then seek. Being fit is not a luxury. It is a necessity. These are the things we want people to understand."

"As I walked the Club Industry Trade Show floor upstairs, I marveled at the creativity of the health club industry. We need for you to use that same creativity to develop ways to reach more people of all ages to encourage them to work out. You have great health clubs located in the best parts of town. But maybe we need to find a way to transport your

knowledge and expertise to educate people about the value of exercise and to "make it fun", not to always make it seem like hard work.

We know the benefits of exercise. Our young people need to find ways to exercise and have fun with it! It should not seem like work to kids when they exercise. That's why sport is so valuable. It is extremely valuable for kids to participate in sports and derive the physical fitness benefits of being on that team and exercising. Because it doesn't seem like work. We have to find, as an industry, ways to add **F-U-N** to exercise. We must find a way to make it enjoyable to kids because kids are just not there yet. Of all of the kids who are obese in our country, 70% will grow up to be obese as adults! If there is one parent at home who is obese or overweight, then 80% of the kids in that home will be obese or overweight. If we can't find a way to reach those kids, then we are going to lose them because they will not have made it a priority in their life. In your clubs across America you have members who come there and they love what they do. It's their thing. But, there are millions of people out there who are potential clients, but they just don't know about the benefits of exercise. We've got to find a way to reach them. Yes, it means good business for you. But, it is also a good healthy way to help America change its habits. Its exercise habits. Its eating habits. We need to help them start making smart decisions in their lives. We have got to encourage people to go in for a check-up. Most clubs have slow or down times during the day and you have people that are there so we can help the older population during those times and the youngsters right after school.

We are all concerned about the dollars and cents that

are being lost. If we can save 100 billion dollars by helping rid our country of preventable diseases, if we can stop the growth of obesity, and if we can put that money in other places, then we can help ourselves in other areas of our society that may need it. Areas like cancer research and AIDS research. Those are the issues and those are the challenges. Our President, George W. Bush, is dedicated to his own personal physical fitness and I knew that when he became our President we would have an advocate and someone who would believe that physical fitness should be a top priority in our lives and why. That's why I wanted to be Chairman of the President's Council On Physical Fitness and Sports.

We look forward to working with you and I appreciate the opportunity to be here today. Thank you."

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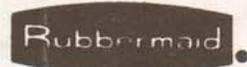
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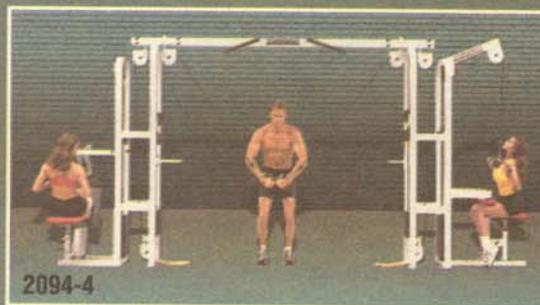
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# 50+ Market Special Report

Contributed By Kathy Kres, Program Director- Salem Athletic Club

**Q.** Kathy, share your educational and industry background with us?

**A.** I have a BS in Rehabilitation with a Psychology minor. I joined the staff at Salem Athletic Club's Young-At-Heart Program in October, 1991. The program was in its 3<sup>rd</sup> year at that time. There were two ½-hour classes two days a week, with a ½-hour coffee social. Within my first year, the program membership tripled and we increased our programming to five classes a day, five days a week.

**Q.** What is your assessment of the long-term importance of development of the 50+ market for the commercial health club industry?

**A.** The purpose and importance of having programs for the 50+ market in health clubs is simple. It is to keep older adults active physically and socially, so that as we get older we can keep our

independence and stay healthier, reducing health insurance costs.

**Q.** How would you define a "Successful" 50+ Program and what would be the "recipe" for a "Successful" Program?

**A.** My definition of a successful program is one that not only deals with the physical aspects of a person, but also looks at a person as a whole...holistic approach. Providing programs for exercise and social gatherings and having empathetic staff that will listen and care would be my recipe for "Success."

**Q.** What do the "Baby Boomer" generation numbers mean to you in respect to what the commercial health club industry should plan for and look forward to?

**A.** There are more people turning 50 than are turning 20. Basically, what this means to the health club industry is there

will be an influx of people over the age of 50 who want to continue staying healthy and in shape. The Baby Boomers are more knowledgeable about health issues and what it takes to fight the aging process.

**Q.** If you were to "Fast Forward" 25 years from now, what would you predict that we would see in respect to the 50+ market in commercial health clubs?

**A.** To "fast forward" 25 years, I see the 50+ market a very health conscious, aware generation and the types of programs that I see happening are very similar to what we are doing at the Salem Athletic Club with the 50+ market.

**Q.** Please share with us some of the special things you have done at the Salem Athletic Club to attract and retain the 50+ market?

**A.** Some of the special things we do in our program include



*Kathy Kres (Front Row Center)  
 With Young At Heart Group*

an annual Christmas Variety Show, an "Young-At-Heart" Anniversary Party (we just celebrated our 14<sup>th</sup> year), monthly luncheons at area restaurants, sightseeing trips, theater outings and member

birthday celebrations. We also introduce new programming and activities to keep the program fresh.

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# 50+ Market Special Report

## Bob DelMonteque – Age 82 – On How To Stay Young

*(Publisher's Note: Our Cover Subject this month Bob DelMonteque, age 82, is a shining example of what you get when you mix a lifetime of working out with proper nutrition, rest and great genes. We had the pleasure of visiting with Bob and this interview provides a sample of Bob's vast experience and knowledge on how to stay young.)*

**Q.** "Bob, tell me about your early days. When did you start training and exercising?"

**A.** Well first Norm, I grew up on a ranch in Texas and I cut and loaded hay for years as I

was growing up. That is the hardest work in the world out there in that Texas 100 degree weather! When I was 14 I got my first set of weights, a 310 pound set. I was really excited about that!

**Q.** Your philosophies of life have obviously served you really well. You have shared many of your beliefs and sayings with my son Justin and me over the years. What's your favorite?

**A.** What you are at 20 you can be at 50, 60, 70, 80, 90 or even 100! I really truly believe that if you know what you are doing, as you grow older, you

can grow younger. (In fact, that is the name of Bob's new book). The average person thinks that working out at the gym is going to do it. Or, being a vegetarian will do it. But, the key is it is all mental, physical and spiritual.

**Q.** Bob, I know you travel the world and give speeches at clubs, banquets, corporate events, etc. How about giving our readers some advice on staying young that they may use themselves and share with their members?

**A.** First of all they have to become goal oriented. Life is like a magic triangle. You've got to have both short and long term goals. Your short term goal should be to *get* in shape. Your long term goal should be to *stay* in shape. I truly believe that men and women can live to be a 100 or more now because of modern science.

**Q.** Bob, beyond goal setting, what specific advice do you have for those that want to stay young?

**A.** It is important for people to know and live by what I call the 'Seven Doctors' to good health. The 'Seven Doctors' are:

**1. EXERCISE** – I believe that regular exercise activity is the most important essential to good health and our well being. There are 3 facets to all good exercise programs. 1) Weight and resistance training. This keeps the bones and muscular-ture strong. 2) Aerobic exer-cise – fast walking is the best exercise there is. It protects the joints and keeps you knees and back from developing prob-blems. 3) Stretching – gives you more energy and flexibility.

**2. DIET** – You are what you eat! What does a good diet consist of? It is eating as close to nature as you possibly can. No additives. No preservatives. Read the labels and be sure of what you are consuming. And, avoid fast food-junk foods. Heart disease and cancer are the biggest killers out there and a lot of those problems are caused by saturated fats. Also, I suggest smaller meals and more frequent meals. Don't eat your big meal at night. 'Eat like a King

in the morning, a Prince in the afternoon and a Pauper at night!'

**3. REST** - Try to get 7 to 8 hours of sleep every night. A lot of people can't relax. That's why they can't sleep. They have all these thoughts racing through their minds. The first four hours of sleep is the most important and beneficial.

**4. MENTAL ATTITUDE** - You've got to have the right attitude about life! What you are at 20 you can be at 50, 60 and beyond. There are more than 40,000 centenarians out there. They estimate that in the next decade there will be a half a million 100-year old people. The scientists have learned a lot about hormones and nutrition. This increased knowledge will play a big role in increased longevity.

**5. WATER** - It is vitally important that you drink a lot of water. Drink as much water as you can everyday.

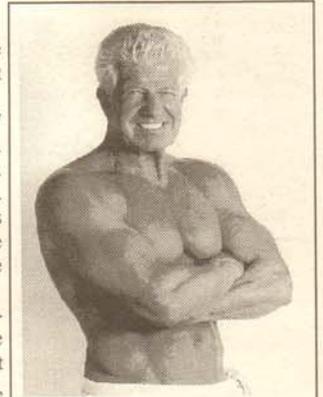
**6. FRESH AIR** - This can't be overemphasized and goes even without saying. Get outdoors whenever you can.

**7. SUNSHINE** - Get some sun on a regular basis, but don't over do it. Use sunscreen if you will be out in the sun over an extended time period. Also, avoid the sun during the peak sun hours from 11 am to 2 pm.

These are really the laws of nature. This is the way God put us here to be on the Earth.

**Q.** Bob, what specific advice could you give to club owners out there about what they can do to reach out and attract the 50+ market?

**A.** I think you've got to give people hope! They need role models to give them hope that health and fitness is attainable for them too. Many people have accepted the adversity of aging. Society says after 60 "You're old. Sit down and enjoy it!" I don't believe in that. I believe God gives you choices in life: the choice to look good, feel good and to live life to the fullest. These are choices you can make. Just to have a great time as you grow old is a choice you can make. On the other hand, to feel bad, to look bad, to not enjoy life are the results you



**Bob DelMonteque**

will get if you chose to. But, it is an education process. We must educate these people about the real choices they still can make! The clubs should have special programming designed just for these people. And the clubs should offer special membership programs to attract these individuals. The more mature people can't do the things that 18 to 38 year olds can do. You see very few people over 50 in there. And, it's not getting any better!

**Q.** Bob, before we close, do you have any more of your secrets to staying young you want to share?

**A.** Norm, the most important secret is persistence. You have to persist until you succeed. You can't give up in life. If you fail, you've got to pick yourself up and keep on going. You've got to be in control of your emotions! You've gotta be emotionally stable. You've got to activate with action!"

Bob, thanks for sharing your secrets to staying young with us!

*(Bob DelMonteque is available for personal appearances and special events and may be reached at: (818) 340-0707.)*

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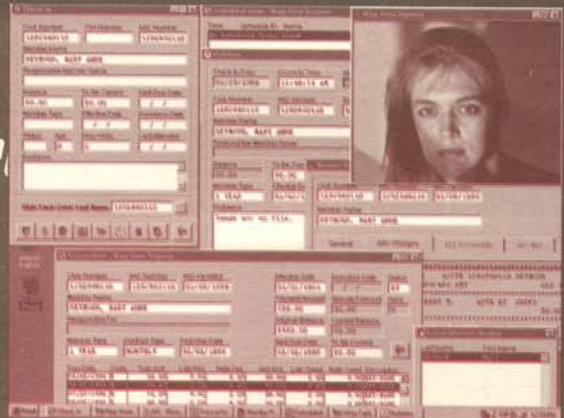
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# Turning the Tide

*Three eminent doctors weigh in on physical activity and older adults*

By: Colin Milner

In 1964, U.S. Surgeon General Luther L. Terry, M.D., released a landmark report that sent ripples through the world of public health, creating an unparalleled wave of change. The document? The report of the Surgeon General's Advisory Committee on Smoking and Health.

Since then, the anti-smoking campaign has prevented approximately 42 million people from smoking, according to the Centers for Disease Control and Prevention (CDC). Despite this success, 48 million people still smoke, due to the addictive nature of tobacco and the powerful economic forces promoting its use.

Fast forward to 1996. The first wave of the Baby Boom generation is turning 50 years-old. And the U.S. Surgeon General has just released another landmark report: this time on physical activity and health.

What can those pursuing the active aging market learn from these documents? And how can the industry create a wave of change in the health of older adults? I recently sat down to discuss these questions and the significance of the landmark documents with the 1996 report's lead author, Dr. Steven Blair of The Cooper Institute; Dr. David Buchner, Branch Chief of CDC's Division of Nutrition and Physical Activity; and Dr. Michael Pratt, Principal Investigator for the World Health Organization Collaborating Center for Physical Activity and Health Promotion.

**Colin Milner (CM)** *What impact have you seen as a result of the Surgeon General's Report (SGR) on Physical Activity and Health?*

**Pratt:** It's had a big impact on the policy side. Physical activity is now on the stage as a major public health issue. For instance, when the American Heart Association came out with its statement on physical activity in 1992, it acknowledged that physical activity was one of the four important risk factors for heart disease.

Within the scientific research field, we considered it enormously important that physical activity would even be mentioned in association with one disease. A decade later, we're at the point where almost all major discussions about health and healthcare include health behaviors, tobacco, smoking, nutrition, physical activity and so on. The SGR was fundamental to that shift.

Has the report made a difference with the population? I don't think so. We're fighting a lot of trends in society that make people less active, so maybe we've succeeded in that the situation isn't worse. It's difficult to say. But the resources and commitment of time and energy to really turn the tide and get people more active has not taken place yet.

Remember, the first SGR on tobacco was in 1964. It took close to 30 years before there was a consensus that tobacco was a public policy issue, and that we should have well-funded state programs and broad-based communications efforts. It took decades to get up and running with good programs to take on smoking at a population level.

It's only been five years since the SGR on physical activity and health. But I think we're on the verge of seeing some of those population-level programs. My hope—and the hope of many people—is that we get those large-scale population-level efforts up and running. Then we'll see some changes.

**CM:** *Will it take 30 years before we see the results of the SGR on physical activity and health?*

**Pratt:** I hope not. One would hope that we would learn from some other examples. The tobacco communications campaigns, the Mothers Against Drunk Driving and the seat belt campaigns are great public health examples of turning things around in less than 30 years.

On the other hand, it's not going to happen overnight. It's going to take system changes, and that will take a number of years. But there are a lot of good signs right now. If

we can mobilize other sectors and get outside the public health and medical system, then we have a chance to do something more quickly.

**CM:** *What does the research show us about the impact physical activity can have on an aging body and mind?*

**Blair:** Regular exercise offers benefits across a wide range of health conditions and problems, from cancer to various types of gallbladder disease, plus heart disease and diabetes. Perhaps most importantly, exercise can preserve function and independence.

There are few things you can do that have a more profound effect on more bodily systems than exercise. When you do vigorous exercise, every body system revs up: metabolic, biochemical, hormonal, temperature regulation, function, cardiovascular respiration. We were meant to be active animals. It's our natural state. By being sedentary, we put ourselves in an unnatural state.

**CM:** *The sentinel paper was Maria Fiatarone's in the Journal of the American Medical Association (JAMA) in 1990. The idea was completely out of the box: nursing home residents doing high intensity strength training and benefiting by walking faster and being more active around the facility. They had functional improvements, improvements in activity and quality of life, plus no injuries. Not all of this appears in the 1990 study. It came out over the course of Fiatarone's work.*

More and more evidence of the beneficial physiologic and functional effects of physical activity gathered around that symbolic study. Epidemiological studies showed that active older adults were less likely to experience a decline in function with age, then randomized trials demonstrated that physical activity improved function in older adults. And it just kept coming.

The '90s were an incredible decade. We went from knowing hardly anything about the effects of physical activity on older adults to saying that physical activity is

incredibly beneficial for this age group. Even small amounts of activity seem to have some benefits. I think we're now in dissemination mode with this information.

**CM:** *What role will the CDC assume in getting the message out about physical activity for older adults?*

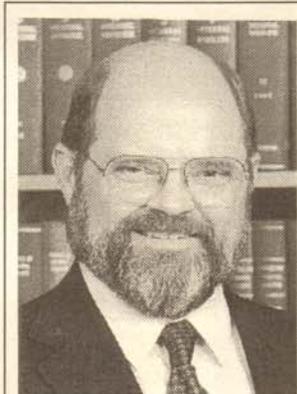
**Pratt:** We will have multiple roles, as you might expect. One role is on the research end: supporting research, and carrying out some analyses in-house on issues around physical activity and older adults. We see that as the groundwork. We are also looking at tracking what's going on, whether it's the older adult portion of the Healthy People 2010 objective or other issues around what older people do for physical activity. But we've taken on this role in part because no-one else has.

Our second role at the CDC is developing partnerships. We want to get the key players in public health and medicine involved in a dialogue around what needs to be done to get older adults more active. It's a major focus for us. It's clear older adults can benefit greatly from increasing physical activity, and that the benefits come quickly, especially with the middle-aged population. You have a big return on investment from working on physical activity and older adults.

Right now, our programs on physical activity and aging focus on the healthcare system. But the secondary focus is on active community environments. This is a major focus for the CDC in general, and we feel that what we do with older adults should take that into account.

**CM:** *What adjustments does the industry need to make to deliver physical activity to the older population?*

**Buchner:** Older adults need a little more attention. However, we need to remember that the vast majority of older adults are generally healthy. They may have chronic conditions, but these are often mild. They may have diabetes, but they aren't on medication, or they have arthritis. In these cases, the



Dr. Steven Blair

health and fitness program doesn't need a lot of adaptation. **Blair:** Studies from Tufts University show that you take older adults into the weight room and you push them. They don't die; they double and triple their muscle strength and throw away their walkers. If exercise was going to kill people, it would have killed that group. Yet they literally had no adverse events. It's a myth that older adults are fragile and cannot exercise.

Yes, there are frail individuals. Certainly, as you go up the age spectrum, you have more health issues and potential adverse events, but they are still pretty rare. A facility needs to be aware and have an emergency plan in place. But clubs can get sued just as easily over a highly fit 22 year-old who falls and breaks something or drops dead from an abnormality in his or her cardiovascular system.

**CM:** *What will it take to get the industry to embrace the concept of physical activity and aging?*

**Blair:** The industry will have to decide it is in their economic best interests to try and serve the older market. If I owned a club or senior housing property, I would think about ways to reach much larger markets: the sedentary and the unfit, the middle-aged and older, the overweight and obese, and so on.

I will say something that may seem a little unfair to the fitness industry: from the health clubs and equipment

(See Dr. Blair Page 28)



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# 50+ Market Special Report

Contributed By Sarah Kennedy-Wellness Specialist- White Bear Racquet & Swim

**Q.** Sarah, please tell us about your background. When you became involved in the club business, where, how, etc.

**A.** Initially, I was a personal trainer focusing on special populations. A turning point came when I started working with an 85-year old woman who had never done strength training but had reached a point of desperation. Her mobility and independence were decreasing and her doctor insisted she use a cane, which she despised. This spirited, determined woman died of a stroke two years later but not before she got rid of the cane and could walk 10 laps around the track without assistance. Lucy was thrilled with the confidence and energy the strength training brought to her life. She would count her laps on the track by transferring jelly beans from one pocket to the other and loved bragging to her bridge partners how many reps and sets she had done that day. She was a joy to work with and inspired me professionally as well as on a personal level. When the opportunity came to manage the mature adult program at White Bear Racquet & Swim, it was Lucy who influenced me to move in that direction.

## Personal background

I have been employed at White Bear Racquet & Swim for eight years. I have a BS and MS in Food Technology and Science and was formerly a product development scientist for Pillsbury. My certifications include ACSM, NASM, AFIE, SFA and AAFE. I am currently working towards a certification from the Coaches Institute in Life Coaching. My responsibilities at WBR&S as Wellness Specialist include managing the mature adult program, Fit For Life; our *Addventure* program and our lifestyle modification program, *InterXvent*.

**Q.** What is your assessment of the long-term importance of development of the 50+ market for the commercial health club industry?

**A.** We all know what the numbers are in the next 30 years; the overall population of

the United States is projected to grow by 50% while the 65+ age group will grow by 135%. The fastest growing age group of all, the 85-year olds and over, will double to 8 million. The 50-plus population by numbers is currently 27% of the market, yet constitutes 50% of the marketplace spending according to industry consultants such as Ken Dychtwald. IHRSA reports that in the past 13 years memberships for those over 55 have grown 378% compared to 126% in the 35 to 54 age group and 12% in the 18 to 34 age group.

Coupled with these increasing numbers, there will be a tremendous strain on specialized services and programs required to address health needs of the aging population. Currently, 88% of those over 65 report having at least one chronic health condition with arthritis and hypertension in the lead. The fastest growing segment, the 85 and over, are even more likely to have chronic care needs. Thirty-five percent of women ages 70-80 have difficulty with general mobility and activities of daily living. Even though there are 17,000 nursing homes and long-term care facilities in this country, there are only enough to supply 3% of the Baby Boomer population as they head into their most disease-prone years.

For the commercial health club industry this means a huge need, a motivated population and great financial opportunity.

**Q.** How would you define a "Successful" 50+ Program and what would be the "recipe" for a "Successful" program?

**A.** The recipe starts with acknowledging who your market is and what their values are. According to marketing analysts (Robert Snyder, *Journal of Active Aging*), there are at least 8 market segments within the over 50 age groups. One size does not fit all. This is a hugely diverse group with broad variations in needs and values based on state of life transitions and physical status. A successful program allows for individualization without stereotyping—a challenge in itself.

Socialization is the in-

redient that adds flavor to the recipe for success. Census statistics tell us that 30% of older Americans live alone, of these, 76% are women. Socialization establishes the human connection that keeps attrition rates low and brings a sense of community. The social component of our programs creates a comfortable, supportive and fun environment for our older adult members. We also know that for Baby Boomers, leisure time is a rare commodity. They are looking for guilt-free ways to relax and recharge. They value an atmosphere that promotes socialization with spouses and other family members but allows them to focus on their fitness needs.

The foundation of a successful 50+ program is meeting the physical needs of the participants. Again, this is a challenge due to the broad spectrum of limitations and abilities across this diverse age segment. Our state of Minnesota has one of the highest incidences of accidental falls in the nation. To address this need, we offer, "Balance", a class that blends functional movement and coordination in a playful format. But we also offer programs targeting 50-plus audiences that features dog sledding and cross-country skiing. Variety of programming is what adds zest to the recipe.

Education rounds out the recipe. Profiles of our older members tell us that they are generally well educated and are serious about their health. There is a great interest in events that promote awareness of issues across the wellness continuum - mental, spiritual, emotional and physical health. Education may take many forms from lectures, displays, health fair, assessments and workshops. We are often the first resource members turn to when seeking answers regarding their well-being.

**Q.** Could you review the "Baby Boomer" generation's numbers and explain for us what those numbers can and should mean to the commercial health club industry?

**A.** As we know, the Baby Boomer market is huge, close to 80 million in this country. At White Bear Racquet & Swim

the Baby Boomer market can generally be characterized as 46 to 65 years of age, male and female, employed, physically diverse but sensitive to aging issues and financially secure. Baby Boomers will age differently than the current elderly. Overall, they have better health, are more educated and more likely to be employed than the previous generation. They are independent, individualistic and self-indulgent, often dubbed the "me" generation. They want to maintain control of their youth and profiles of this market indicate that they place importance on fitness and health, time is an extravagance, they appreciate cross-generational programs which allow more family socialization, they have varied limitations but do not want to be categorized by these and they have a high interest in overall wellness.

With these factors in mind, clubs should consider: scheduling which accommodates work schedules, Cross-generational classes, emphasis on mind-body programs, lifestyle management programs, education regarding increasing incidence of metabolic x syndrome and other chronic disease states such as diabetes and heart disease, branding which does not reflect age stereotypes, and innovative offerings which appeal to the need for new experiences and personal growth.

**Q.** If you were to "Fast Forward" 25 years from now, what would you predict that we would see relative to the 50+ market?

**A.** In the future, the demographics indicate that this market will have a higher ratio of females to males, are likely to be employed full-time and part-time, physically diverse but aging issues more prevalent, not as financially secure. A Congressional Budget Office study shows that most Baby Boomers retirees are likely to have higher real incomes than their parents now in retirement. Other sources, however, suggest that retirees in the future will have less personal saving and retirement funds (*Statistical Bulletin, Metropolitan Life Insurance, Vol. 69, no. 3*) The Investment



Sarah Kennedy

Company Institute reports that Boomers have done less financial planning and have a lower savings rate than their parents. More than half are reported to not have enough money to save regularly. Most Boomers feel that they will postpone retirement or launch a new career to prolong their spending power.

Twenty-five years from now I see an older population even more diverse than it is now. Many will be engaged in active careers, possibly raising grandchildren, or possibly even starting new families of their own. This generation will still enjoy many of the things they do now and there will be high demand for fitness professionals knowledgeable in area of training and injury prevention in mature athletes. Lifestyle programs geared to address aging issues will be very popular as chronic disease increases radically. The older adult market will be driven by females, demographic trends tell us that by 2010, 65% of the U.S. population 85 years and older will be women. Many of these women will be single and will establish relationships and significant social ties at a commercial club. They will be looking for a sense of community and fitness programs that focus on functional health and long-term maintenance. As longevity continues to increase, clubs will want to be prepared to address wellness issues with a mature focus including nutrition, emotional and mental health, subjects such as grieving, depression and dealing with transition.

(See Sarah Kennedy Page 22)



*John Brown*

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# 50+ Market Special Report

*Contributed By Judy Dubreuil - Coordinator - 50Plus Momentum Baylor-Tom Landry Fitness Center*

**Q.** Judy, please share your industry background with us. When you became involved, how, with whom initially, etc?

**A.** I have a Bachelor's Degree in Exercise Science from Lake Superior State University located in Sault Ste. Marie, Michigan. I also hold certifications with the American College of Sports Medicine and National Strength & Conditioning Association. I was accepted to complete my internship program at the Baylor Tom Landry Fitness Center in 1998 where I assisted with performance testing in the Sport & Wellness Science department. Upon completion of my internship, I was offered a position as a Fitness Instructor. Within a few months, I returned to the Sport & Wellness Science Department to be part of the team on a full-time basis. At this time I became involved with professional athletes, recreational athletes, executives, as well as some clinical populations. In October of 2001, I was offered a position as Coordinator of the 50-Plus Department. This past year has been a tough journey for me but a very rewarding one, while I learned to work with an entirely new population.

**Q.** What is your assessment of the long-term importance of development of the 50+ market for the commercial health club industry?

**A.** Every 7.6 seconds someone celebrates his or her 50<sup>th</sup> birthday. Our jobs as fitness professionals, is to keep this population young and healthy in an era where health care costs are extremely high. We now know that health care costs far outweigh the cost of prevention achieved through exercise. Besides, why not target this group, last time I looked we were all getting older.

Targeting the 50+

market is also smart marketing, if we consider that 77 million (28%) Americans are over 50. Research has shown that the Baby Boomers have the extra income to spend, they are loyal, they have the time and they are settled. We cannot say the same about the younger generations.

**Q.** How would you actually define a "Successful" 50+ Program and what would be the "recipe" for a "Successful" program?

**A.** A successful program is one that maintains high member retention, attracts new members, is enjoyed by many, has a high involvement rate, and has a high level of service. This program would also need to have an educational component along with high rates of lifestyle and fitness improvements.

The recipe for a successful 50+ program is identifying the population along with their specific needs, hiring a qualified and caring staff, offering the right classes at the right times, and keeping up with current trends and research. The needs of individuals can be so diverse within any 50+ program. One way to service these subgroups is to offer classes for different age brackets, such as a 65+ or 80+ classes.

**Q.** Could you review the Baby Boomer Generation's numbers and explain for us what those numbers can and should mean to the commercial health club industry?

**A.** The Baylor Tom Landry Fitness Center currently has 931 members between the ages of 50 and 59, with a 75% retention rate. This age bracket accounts for 13% of our total membership, with the remainder (60+) accounting for additional 10%. If we can service this group now and keep them young, healthy and strong, we

should be able to keep a high percentage of this group as lifetime members. This is an important fact to recognize because if we just look at the 65+ population, the most rapid increase in this age bracket is expected to be seen between the year 2010 and 2030. For our fitness center it means our program needs to keep improving to meet the needs of a fast growing market.

**Q.** If you were to "fast-forward" 25 years from now, what would you predict that we would see as far as the 50+ set in commercial health clubs?

**A.** 25 years from now we will see tremendous support from the health care industry. Doctors all know that exercise is good for their patients, but now that we are starting to offer "specialized" classes (arthritis, osteoporosis, stroke...) we have more to offer their patients. With the obesity epidemic, more clubs will be forced to offer programs concentrating on weight loss. Our programs will shift from fitness to wellness, concentrating on the tasks of daily living. This trend is already starting to set in with a growing popularity in classes such as Yoga, Pilates, and Functional Training type of classes. The 50+ market is already starting to take a proactive stance on their health. They are much more educated than their parents when it comes to health related topics, all thanks to the information era. The cookie cutter approach to fitness will have to be extinguished; this group is looking for a club that has a dynamic approach to health and wellness as well as fitness.

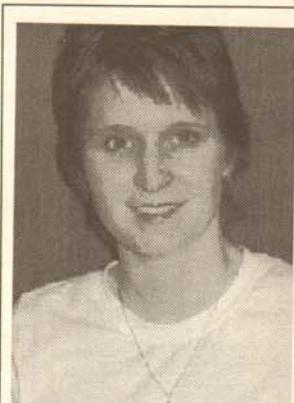
**Q.** Please share with us some of the special and most successful things you all have done at your club to

attract and retain the 50+ Market?

**A.** The Baylor Tom Landry Fitness Center's most successful offering this past year has been our new "Specialty" Classes. In the past, our 50+ classes have been light to moderate classes offered during the time periods between 9am-1pm. Due to the population change and the large prominence of the athletic "young 50's", our class offerings and class times needed to change to reach this age population. We have placed specialty classes on the regular aerobic schedule. The classes are 6 weeks long and are offered around 6 am & 6 pm. This time slot allows for the working 50+ population. Also the classes are high intensity taking into consideration age & body limits. The classes change focus every 6 weeks and have ranged from spinning to circuit training. The classes have been very well received due to the time slot, the camaraderie & knowledge of our instructors. This group wants to feel valued, and we have accomplished this by offering regularly scheduled classes just for the 50+ group. This also helps to transition them to classes they normally would not attend.

**Q.** Judy, please tell us about the Baylor Tom Landry Fitness Center 50PLUS Momentum program?

**A.** Unlike most clubs, the Baylor Tom Landry Fitness Center has a department dedicated to service the 50+ population. The name of our program is 50PLUS Momentum. It has helped us tremendously to have a staff and program dedicated to service this group for many reasons. The number one reason being member interaction, and along with that comes undivided attention. If you can make it fun and make



*Judy Dubreuil*

your 50+ members feel important they will be loyal to your club.

Within this same 50+ department we also offer community land and water programs, as well as program design and staffing for local retirement communities. This allows individuals with certain limitations to gain strength within a selection of limited classes to transition to a full membership. Our goal is to keep them out of the assisted living communities and able to complete their daily tasks in a warm, safe and friendly environment.

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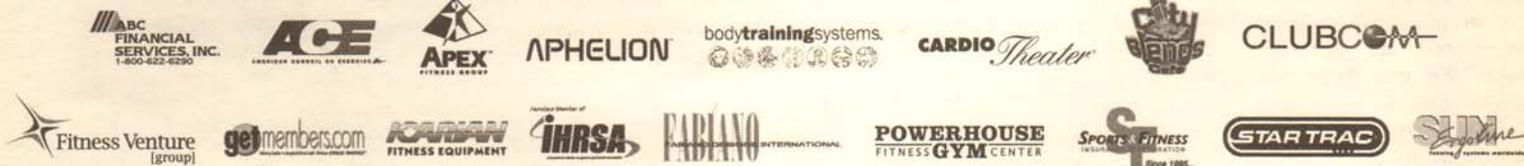
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# 50+ Market Special Report

*Contributed By Anita Drew-Program Director-Franco's Athletic*

**Q.** Anita, please share your industry background with us. When you became involved, with whom initially, etc.

**A.** I have a B.S. degree in health sciences from the University of Minnesota. I am also a Certified Group Exercise Instructor and have been since 1985. Early on in my teaching experience, I found that I had great affection for older adults and worked well with this group. I didn't intend for this to be my specialty, but over the years, it evolved to be my specialty. It seemed that any time a specialty class for seniors or adults with arthritis or special needs needed to be developed, the powers to be just looked in my direction.

I first started working with seniors at Kingwood Athletic Club in Kingwood, Texas. Once I moved to Mandeville, Louisiana, I started teaching at Franco's. I got thrown into the pool to teach water aerobics, even though that was not my forte. Every morning when I would get to the club, I noticed a group of women in the pool having what looked like an exercise class without an instructor. Being an inquisitive person, I went out to the pool and asked them where their instructor was. I was informed that they hadn't had an instructor for several weeks, but wanted to continue their water exercise, even if they didn't

have a leader. I was so moved that these ladies felt so strongly about the benefits of water exercise that they would get in their bathing suits and hop into that outdoor pool when it was 50 degrees outside and do a class without an instructor, that I made it my mission to become an aquatic instructor. Even though I had always been a land instructor, I found that I loved the water and wanted to learn more about it. It has been fourteen years and I am still convinced that water exercise is the best thing going for everyone, young and old. You can get a good, hard sweaty workout, or you can float.

From there, Sandy Franco mentioned that she wanted to have a senior dance aerobics class. Naturally, I volunteered for that, and our Prime Time class evolved. We did low impact dance routines to big band and swing favorites. The seniors seemed to be popping out of the woodwork and we added a stretching class, line dancing and circuit training. Our latest addition was SilverSneakers, which is sponsored by Ochsner Total Health 65.

**Q.** Give me your assessment of the long-term importance of the development of the 50+ market for the commercial health club industry?

**A.** In my opinion this is the

market for everyone to concentrate on. After all, none of us are getting any younger. As people age their motivation for exercise becomes different. People aren't as concerned as much with their physical appearance as they are about their ability to stay independent and functional. There are probably more people over the age of 50 now than ever before, with the Baby Boomers coming into maturity. With the right marketing and programming this could be a major money maker for health clubs.

**Q.** How would you define a "Successful" 50+ Program and what would be the "recipe" for a "Successful" program?

**A.** To me a successful 50+ program would be one which involved at least 85% of the participants in that age group. Whether it be group exercise or organized walking, swimming, bike riding, etc. In my book, to be successful, you need the majority of your group participating in the programming you are offering. The more participants you have, the lower your attrition rate will be.

**Q.** Could you review the Baby Boomer Generation's numbers and explain for us what those numbers can and should mean to the commercial health club industry?

**A.** As I previously stated, we

are in a unique position to capitalize on this marketplace. We should be realizing the highest concentration of the population in this age group. If these people would understand now the importance of starting an exercise program and maintaining it, we could make great differences in people's lives. People are living longer than they ever have. Years ago, the average life expectancy was about 74 years. Now you are seeing people living well into their nineties and hundreds. If we are going to live that long, we have to prepare people to be able to live that long. Sitting in a chair is deadly. All of a sudden you are seeing groups of elderly people no longer able to sit appropriately in their chairs. Their legs and backs aren't strong enough for them to be able to sit down normally, you see lots of ploppers. Popping is dangerous! This is just one example of how people "cheat" as they get older. The list goes on and on.

**Q.** If you were to "Fast Forward" 25 years from now, what would you predict that we would see as far as the 50+ set in commercial health clubs?

**A.** Hopefully, we will be seeing a lot more realistic exercise programming geared toward healthy living well into our elderly years. It is a little alarming to see the emphasis on

plastic surgery and Botox and whatever the new anti-aging buzz is all about. I think we are all seeing people in the industry who are busting their bodies much harder than they should and still have to resort to liposuction to remove their tummies. We need to get a grip on reality. Body type is primarily determined by genetics. We can change a lot through exercise, but we can't change large bones into small bones, etc. We can however, teach people to be the best they can be and to accept their physical shortcomings. We all need to appreciate the small and large differences that exercise has made in our lives, rather than griping about that one size we can't lose!

**Q.** Anita, please share with us some of the special things you all have done at Franco's Athletic Club to attract and retain the 50+ market?

**A.** In addition to all the class choices they have, we also have running and swimming clubs for people over 50. We have senior tennis groups as well. There are numerous social activities that we gear toward this population. We host senior breakfasts and lunches, as well as have a once a month outing

*(See Anita Drew Page 30)*

# 50+ Market Special Report

*Contributed By Glenn Colarossi - President - AgeFit, Inc.*

**Q.** Glenn, please tell us about your background?

**A.** I started in 1982 working for Sportset Rockville Center and

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Bill Farrell, then I joined the Fitness Company. I've been on my own since 1987. I have a Masters degree in Exercise Physiology, Adelphi University Post Graduate work and I attended the University of Physical Culture, Moscow. I served 2 terms on Connecticut Governor's Council on Fitness. I am an ACE Faculty Advisory Board Member, ICAA Faculty Advisory Board Member, Keiser Institute on Aging/American Whole Health Advisory Board Member, ACSM Advisory Board Member, Health Fitness Journal. I judge for both the IHRSA/Keiser and

the Nu-Step awards.

**Q.** What is your assessment of the long-term importance of development of the 50+ market for the commercial health club industry?

**A.** Importance: It is the market!! Development of this market will be necessary if we want to survive and thrive. The youth market will be a factor if we can get them moving. Obesity is running rampant with this group.

**Q.** How would you define a "Successful" 50+ program and what would your "recipe" be

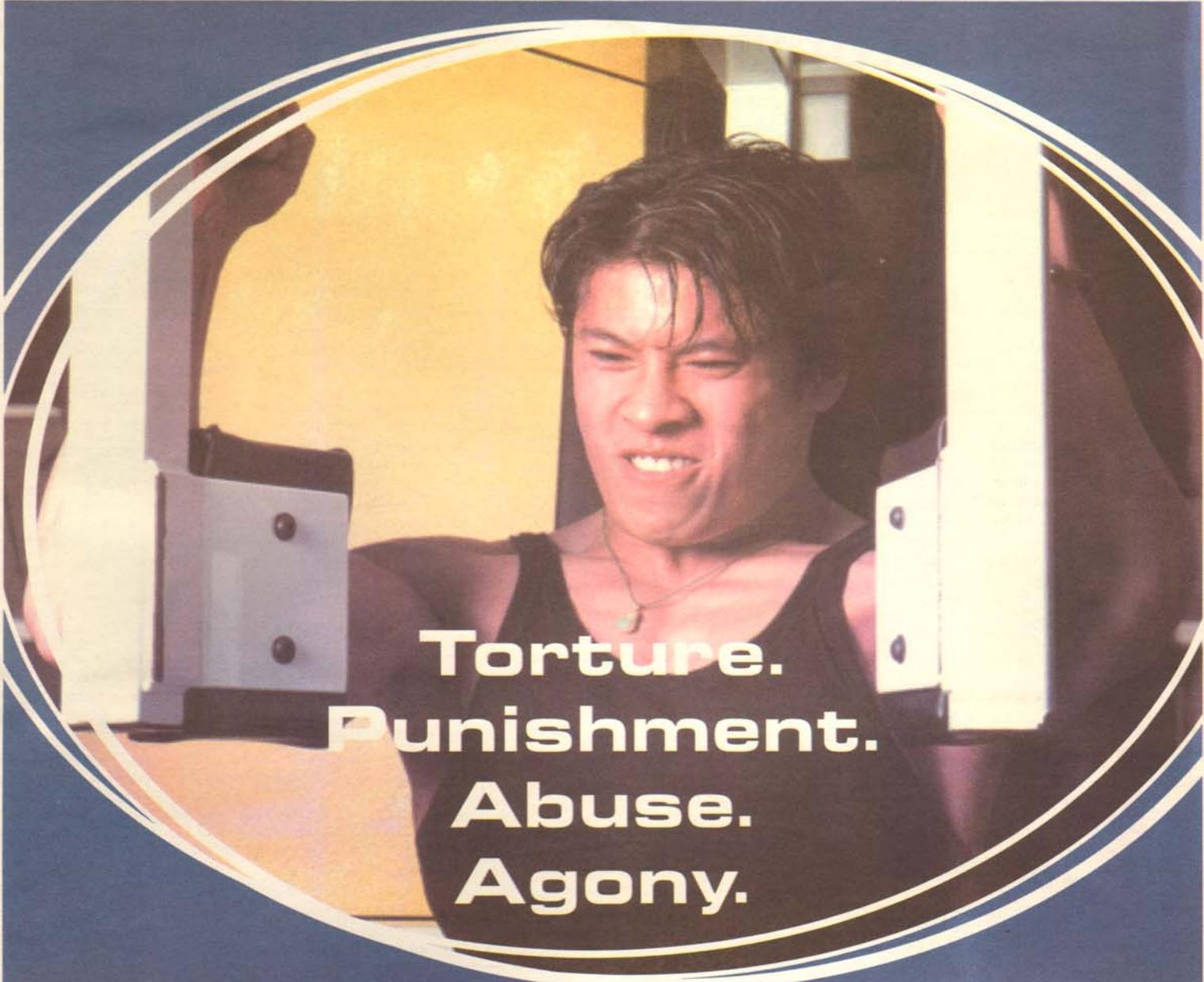
for a "Successful" 50+ program?

**A.** The key, unfortunately, is something we can't train. It is an innate quality of the individual, they have to be genuinely concerned and sincere about the participant's well being and motivational in a "soft way." Our industry needs to offer more training in this area, especially in the psychology of aging. Dennis Keiser brought a lot of attention to the area, then Nu-Step but the industry did not "Jump on it". No one is really taking the lead on this. I feel it is a tremendous opportunity that no

one is capitalizing on. My company, AgeFit, is really trying to make "in roads" with American Whole Health and their relationship with AARP.

**Q.** Review the Baby Boomer numbers for us and tell us what they should mean to the commercial health club Industry?

**A.** The Numbers: Life expectancy in 1900 was 47, in 1990 it was 75, 2050 it will be 90. Change in population 1995-2005. SS+ 13% growth, 35-54 29% growth, 18-34 8% down in 1995 concern with longevity *(See Glen Colarossi Page 30)*



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# 50+ Market Special Report

*Contributed By Melanie Cook - Fitness Director - The Clubhouse At Town Center Village*

**Q.** Melanie, please share your background with us?

**A.** I have a degree in Physical Education and have been working in the club business for almost 20 years. I've worked in numerous capacities in the industry, including aquatics director, fitness director and assistant racquetball pro. While serving as the Aquatics Director for the Oregon Athletic Club I designed and implemented programs for all ages, including the Masters Swim Team, Water Aerobics classes, kids swim team and kids swim lessons. I've worked in my current position as Fitness Director for The Clubhouse at Town Center Village, a retirement community, since 1994. The average age of our members is 83! 30% of our members come from outside the retirement community.

**Q.** What is your assessment of the long-term importance of development of the 50+ market for the commercial health club industry?

**A.** Besides the fact that health clubs can increase their profits by marketing to the biggest segment of the U.S. population, the Baby Boomers, people 50 and over, usually have more money than the younger sector. And, they are more apt to be long-term members of health clubs. The 50+ crowd wants to work out to stay young as long as possible and decrease the chance of getting diseases that can occur as we get older, i.e.

Heart disease, high blood pressure, etc).

**Q.** How would you define a "Successful" 50+ Program and what would be the "recipe" for a successful program?

**A.** A successful 50+ program incorporates Making It Fun! It provides a friendly, fun, non-intimidating environment to work out in. The "Fitness Director" for the 50+ program should meet each 50+ member, get a health history, fitness evaluation, ask the member for their fitness goals and then design a program to meet their specific needs. An orientation to the weight room and cardio equipment should be included. Staff should be trained to understand the 50+, 60+, 70+, 80+ members and the health issues that can occur with these individuals. They also should like to work with that segment of the population. The program should offer a variety of educational seminars on different subjects relevant to the 50+ members. Examples of good educational programs would be seminars on osteoporosis, stress management, financial planning for the retirement years, etc. The successful program should offer activities outside the health club such as a walking club, white water rafting trips, cruise dinner outings, etc. It is good to offer social affairs at your club including dinners, dances, card clubs, volunteer opportunities for special charity events. You should offer exercise classes specifically de-

signed for your 50+ members. Examples would be a "Stop The Bone Loss" weight lifting class to combat osteoporosis and a special aerobics class for the 70+ using Glenn Miller music. Your club can be promoted by sponsorship of the 50+ members in fitness events like triathlons, master swim teams, master basketball leagues. You can hook up with hospitals, the AARP and insurance companies offering a special "One Month Free Trial" to your club.

**Q.** What do you think the "Baby Boomers" numbers should mean to the commercial health club industry?

**A.** Being a "Baby Boomer" myself, I know that this is the biggest population segment in the U.S. The health club industry should be targeting Baby Boomers because our disposable income is greater than the 20 to 36-year old market and "Boomers" want to exercise to stay young as long as possible. We are the generation that doesn't think we are old! There is a huge "Boomer" market out there who want to join a health club, but are intimidated by the "Health Club Persona". Women with perfect bodies in tight skinned outfits and men with perfect bodies with a skimpy tank top on can be very intimidating to a 50+ slightly overweight, out of shape person. The health club industry should reevaluate their environments.

**Q.** If you were to "fast forward"

25 years from now, what would you predict that we would see as far as 50+ set in commercial health clubs.

**A.** 25 years from now almost all of the health clubs will have a 50+ program with at least 40% of their members being 65 and older. There will also be health clubs that are specifically for the 50+ market in 25 years. I will be 75 and I will still be working out at a health club. The Baby Boomers are predicted to live to be in the 100-years range thanks to the advances in medical technology. Many of them will still be working out in health clubs.

**Q.** Please share with us some of the special things you've done at your club to attract and retain the 50+ market?

**A.** In addition to the usual health club activities that we offer to our members, I like to do special events such as:

"Summer Games": In August we do our "Summer Games" with fitness competition in swimming, water walking, ½ mile walk, game competition, an art show and musical performances. We had a huge turnout this year as we partnered with another retirement community health club for the event. I get sponsors and we provide Olympic-style medals for the top 3 finishers in each event. We also give t-shirts to all of the participants with the Summer Games logo and sponsors names on the shirt. In September we do the "End of Summer Games" and

they are set up like the Summer Games; however it is a cross-generational activity.

Our newest venture is getting all ages to participate in an all women's triathlon held at Vancouver Lake. The proceeds from the event go to breast cancer research. This event is incredibly fun and people from all over competed. Our seniors were complemented for participating in this even. My relay partner was Gladys Spitze, an 88-year old woman. I swam and biked. She walked the 3.2 miles and we placed 6th overall in the relay division. We had four ladies age 78 to 88 in the competition. There was Gladys, 88, Ina Emery, 86, Evelyn Shepard, 83, and Lois Smith, age 78, and they all competed well!

**Q.** Melanie, can you close this terrific interview with any other comments for our readers?

**A.** I think a 50+ program should be fun. Life is too short and as we age, life gets tougher, friends and loved ones die, suffer strokes or other debilitating diseases. I like to provide a fun atmosphere so that people look forward to coming to our club knowing that they can forget the outside world for a while.

**OUR MOTTO IS:  
 "IT IS NEVER TOO LATE  
 TO START  
 OR LEARN SOMETHING!"**

## ...Sarah Kennedy

continued from page 16

I see personal coaching becoming as popular as personal training.

**Q.** Sarah, share with us some of the special things you all have done at your club to attract and retain the 50+ market?

**A.** We have segmented this program to offer two distinct but complementary programs: **Fit for Life-** focuses on social and fitness activities for the mature adult. Features monthly outings to cultural and educational events such as theater, museums and tours. Complementary muffins and juice

every month for socializing and program updates, holiday and summer picnic potluck, hospitalization and birthday recognitions.

### **Addventure-**

Novelty recreational outings for 50 plus adults and families intended to stimulate, challenge and stretch the imagination. Events include hiking in the Grand Canyon, buffalo roundup in Montana, dogsledding, kayaking in Lake Superior, and the U.S. Open in New York.

**Incentive for Baby Boomers-** On their 50<sup>th</sup> birthday we mailed out a postcard with a classic car on the front and the statement "it's time for your tune-up". The card offered a free, half-hour personal training

session to help them update their fitness program.

**Monthly wellness themes-** promotion of events such as breast cancer awareness, eat-five-a-day, depression month with guest speakers, displays and promotional events

**Senior Fitness month in May-** month long celebration with teams competing for prizes. Each group has a team shirt and earns points by getting staff "autographs, attending classes and lectures, participating in a "healthy" scavenger hunt, baby picture photo contest, etc. The month wraps up with a health fair luncheon with a celebrity speaker and awards. The luncheon is free and promoted throughout the community.

### **Fall prevention symposium -**

Featured resources from the community to offer information, lectures and free assessments. Included physicians, pharmacist, podiatrist, physical therapists, fitness classes for balance and posture, risk assessment for falls. Free and promoted throughout the community.

### **50+ Activities**

**Walkfit-** treadmill workout at individual's pace with music and instructor

**Sit n' Swing-** chair exercise with emphasis on flexibility and strengthening

**Balance-** address core stability, balance, strengthening and fall

prevention **Supported yoga-** benefits of yoga poses in modified format with chair support

**Cruis'in-** lower intensity precision biking class

**Pilates based Stott core conditioning-** mat principals of flexibility, agility, core strength and posture

**WET classes-** cardio and strength training in the pool' Arthritis foundation

**Interxvent Lifestyle modification program-** 12 month program incorporating one-on-one coaching, assessments, educational topics on nutrition, exercise, stress management and disease prevention, exercise and meal plan

# Six Ways to Survive and Thrive in an Economic Downturn

## A Sales Professionals Survival Kit

By: Paul Goldner

In case you haven't noticed, it's tough out there. The stock market is in a protracted downturn, we face a constant threat of terrorism and war, and most industries have been hit very hard. I'm sure you have seen these changes impact your business in a major way. Here are six tips that you can use to help you survive and thrive in an economic downturn.

**1. Add value, add value and add more value:** The easiest way to grow your business is with your existing customers. To me, the definition of adding value has two key elements. First, adding value means giving your customer things that they need that they do not already have. If you are successful at doing this, you will clearly grow your sales. Second, adding value means that your ideas, products or services have a tangible bottom line impact on the customer's business. In other words, working with you will make their business more successful. All companies are measured by one standard, profitability. Anything you can do to increase your customer's bottom line will

make you a desirable asset in both good times and bad.

**2. Increase your level of new business development activity:** In sales, you generally spend your time in three specific areas: customer service, new business development and non-selling activities. During an economic downturn, the time you need to spend servicing your existing customers will fall because they will be buying less from you. If you are spending less time in customer service and the same time as last year in non-selling activities, this will leave you more time to invest in new business development. Use this time wisely. If you invest in new business development now, you will not only better weather the economic downturn; you will also improve your overall sales levels when the economy starts to grow again.

**3. Sharpen the saw:** In an economic downturn, you will also have more proactive time available. Why not invest in some personal development? When times are good, no one takes time to sharpen the saw because they are so busy writing orders and servicing their customers. When times are

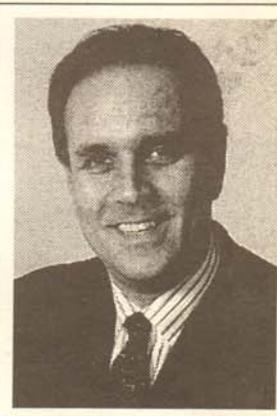
hard, no one takes the time to sharpen the saw because of budget constraints and because you are too busy trying to drum up some new business. To me, it sounds like we are too busy being busy! The time has never been better to invest in personal development. By investing in yourself, you will have better skills to survive in both good times and bad.

**4. Re-evaluate your strategies:** Sometime we just do things because we have always done them this way. Again, because you will have more proactive time on your hands, why not evaluate your approach to the marketplace. Are you positioned properly? Are you reaching out to your customers in the most effective means possible? Are you consistently differentiating yourself in a competitive market? Are you consistently adding value into your customers' sales cycles? These are not trivial questions and should be asked on an ongoing basis. But why not evaluate your overall sales strategy now so that you can hit the ground running when the economy starts to move again?

**5. Look for ways to integrate technology into your training**

**and sales process:** Technology means one thing to the sales professional: leverage. Effective use of technology can help you service your existing customers more effectively. Effective use of technology can help you reach out to more prospects than you could have otherwise. (My mother tells me that people were selling before there were computers but I don't believe her.) Technology can help you better distribute the products and services you sell. And, technology can even help you learn more effectively. In addition to traditional alternatives, make sure you consider what learning options are available over the Internet. I think you might be surprised!

**6. Don't listen to naysayers:** Yes, it's tough out there. Yes the economy has slowed. But we still live in the largest and most successful economy in the world. Add this to the fact that business is becoming more and more global every day and the possibilities are endless. My feeling is we have two choices. One is to do nothing and let the economy sweep us away. The other is to give it a go. Let the other sales people quit. If they quit and you don't, you might get a much larger piece of a



Paul Goldner

slightly smaller pie. Remember, in selling if you do nothing, you get nothing.

I hope you find these ideas both thought provoking and motivational. I want to wish you the best of luck in implementing them and may 2002 be a Red Hot year for you!

(Paul S. Goldner is a noted author, entrepreneur and professional speaker. Paul can be reached at (914-232-HOT2 (4682), 914-232-4845, Paul@REDHOTSAL.COM and WWW.REDHOTSAL.COM.)

## ACE LISTS TOP TEN REASONS WHY OLDER ADULTS SHOULD EXERCISE

SAN DIEGO, Calif. - It's becoming increasingly clear to the medical community that it's just as important for older adults to stay active as it is for their younger counterparts. Exercise helps maintain mobility and stamina, reduces the incidence of disease and leads to an overall better quality of life. ACE, America's Authority on Fitness, shares the following reasons why older adults need to get plenty of safe and appropriate exercise.

**1. To increase bone density and prevent Osteoporosis.** As we live longer lives, Osteoporosis is affecting an ever-larger number of elderly - becoming one of the major health problems associated with old age. It affects some 20 million women and 5 million men and leads to more than 250,000 hip fractures each

year. Exercise delays the onset of Osteoporosis by increasing bone strength.

**2. To improve self-efficiency and maintain independence.** One of the top concerns of the elderly is losing control, becoming dependent or a burden to someone. Exercise helps older adults maintain a greater capacity to undertake the activities of daily living.

**3. To increase metabolism.** Strength training increases muscle mass, which elevates metabolism. This may also lead to a reduction in overall body fat percentage.

**4. To maintain balance and improve reflexes to decrease falls.** As adults age there is a natural decline in balance and coordination, which can be postponed and even prevented with proper

strength and balance training.

**5. To create a sense of community or feeling of belonging.** Exercise groups enhance social interactions for many older adults who may not otherwise leave their homes. New friendships are also stimulated during group exercise gatherings.

**6. To improve pulmonary function.** Pulmonary function declines with age due to the degeneration of the vertebral disks, which alters the shape of the thoracic cavity. Physical activity, which decreases the amount of vertebral degeneration and increases the strength of the thoracic cavity, may lead to improved pulmonary function.

**7. To boost mood.** Exercise reduces the incidence of depression and improves self-esteem while providing a

feeling of accomplishment.

**8. To help prevent and regulate diabetes.** Aerobic exercise has shown to be an important means of preventing and treating non-insulin-dependent diabetes by helping regulate blood glucose levels.

**9. To improve flexibility, joint range of motion and functional movement.** Physical activities that require the body to go through the full range of movement helps keep the body flexible and mobile. Circulation is also increased.

**10. To improve cardiovascular strength.** Cardiovascular exercise helps maintain a healthy heart and cardiovascular system reducing the risk of heart disease. Appropriate physical training has shown improvements in most aspects of cardiovascular functioning.

# Make It Fun!

The Club Insider News  
Seeks Contributing

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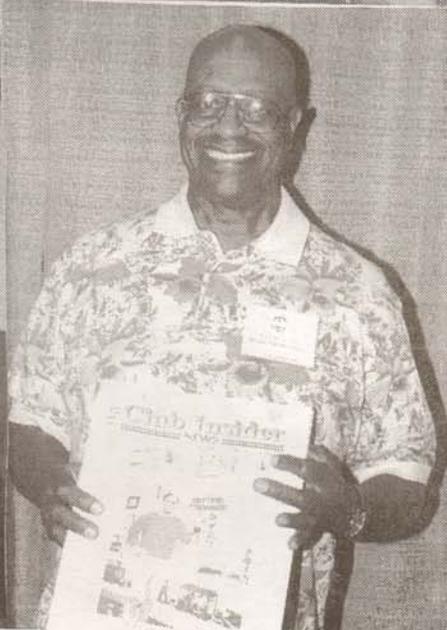
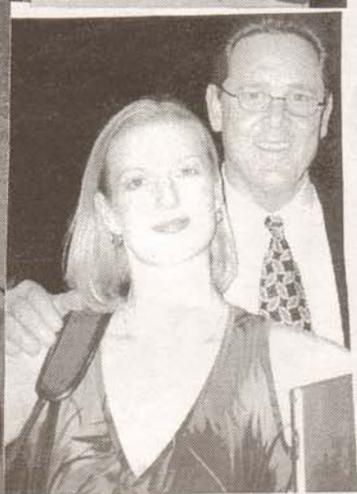
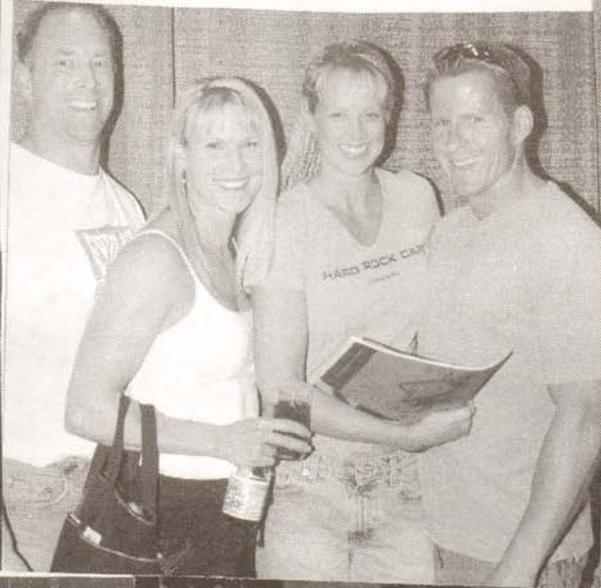
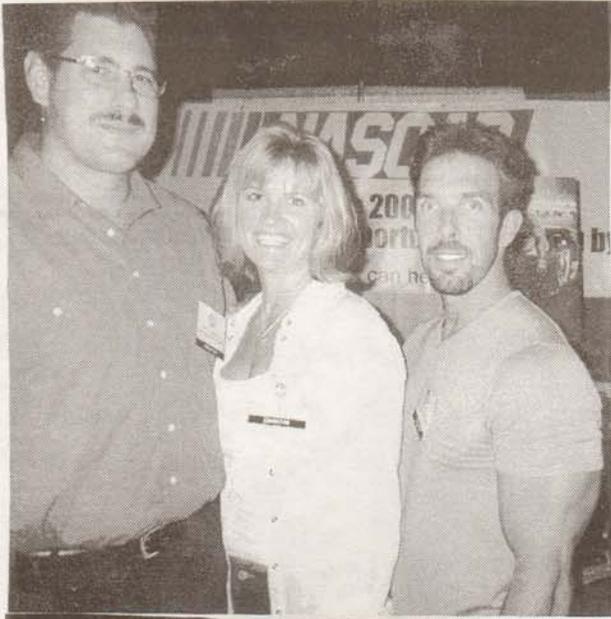
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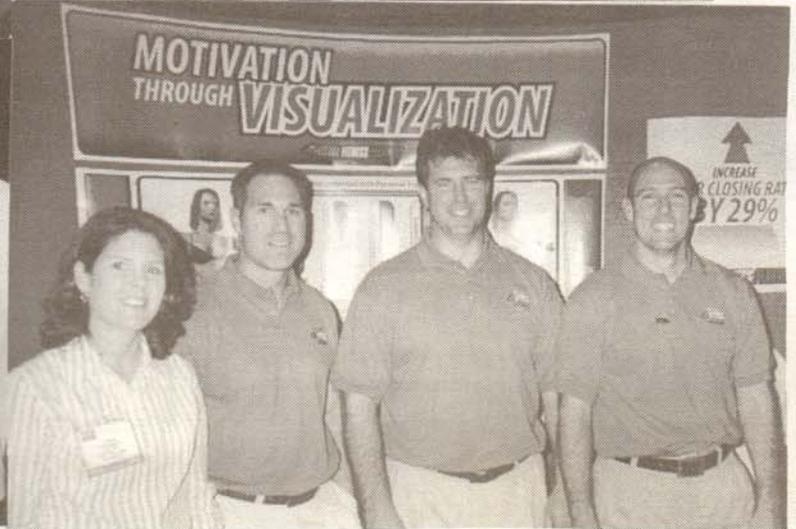
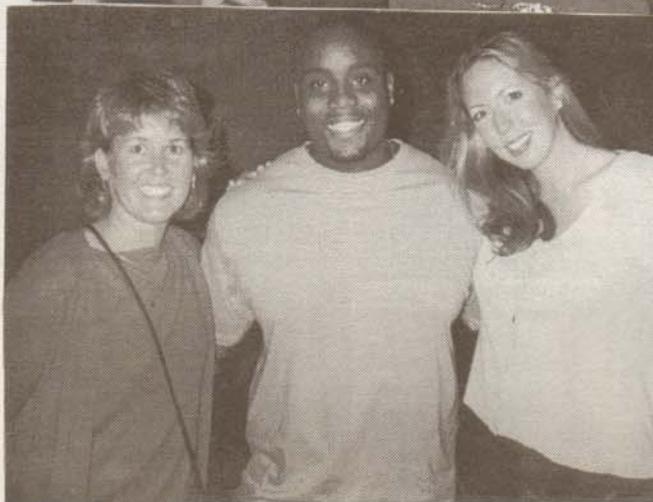
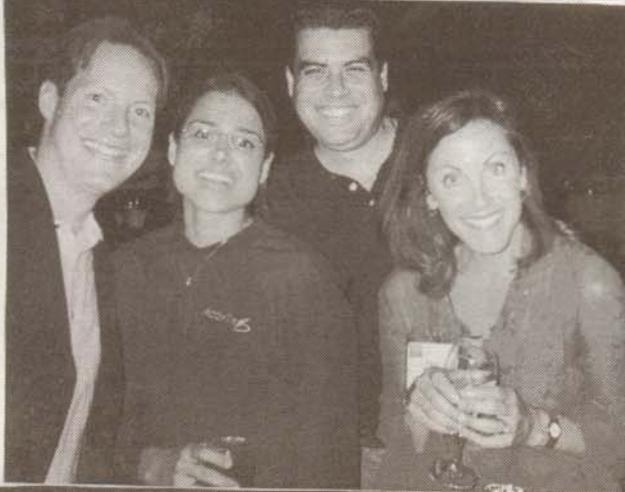
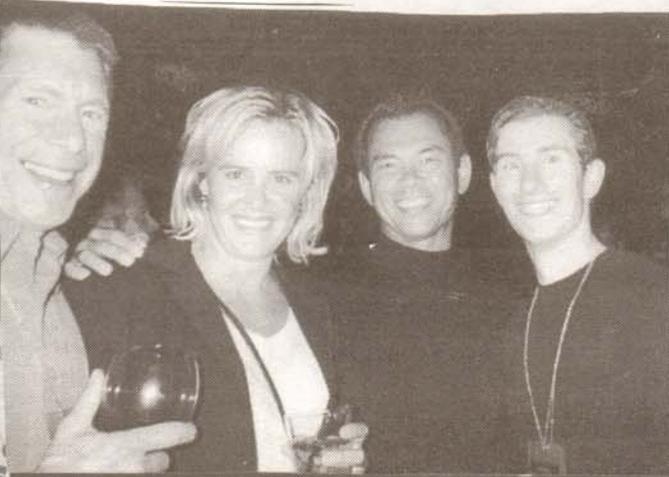
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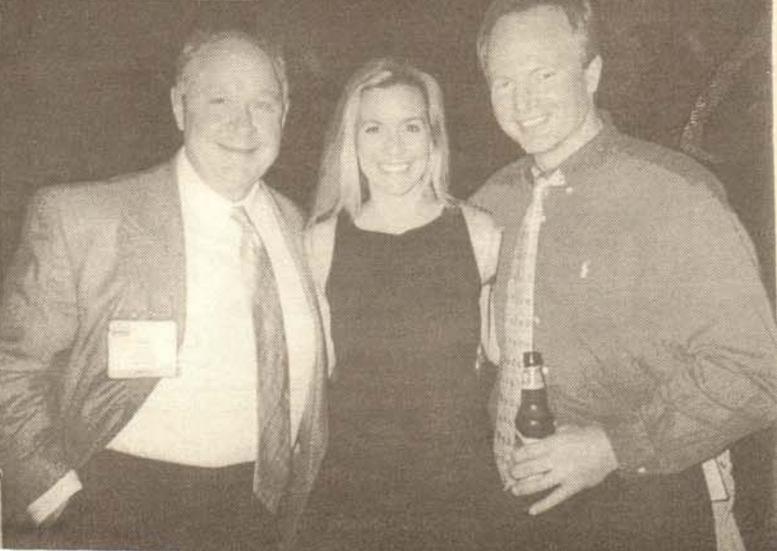
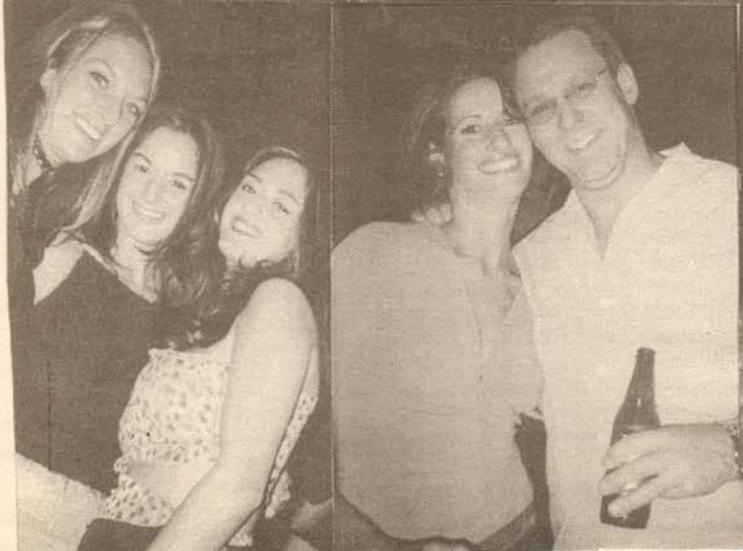
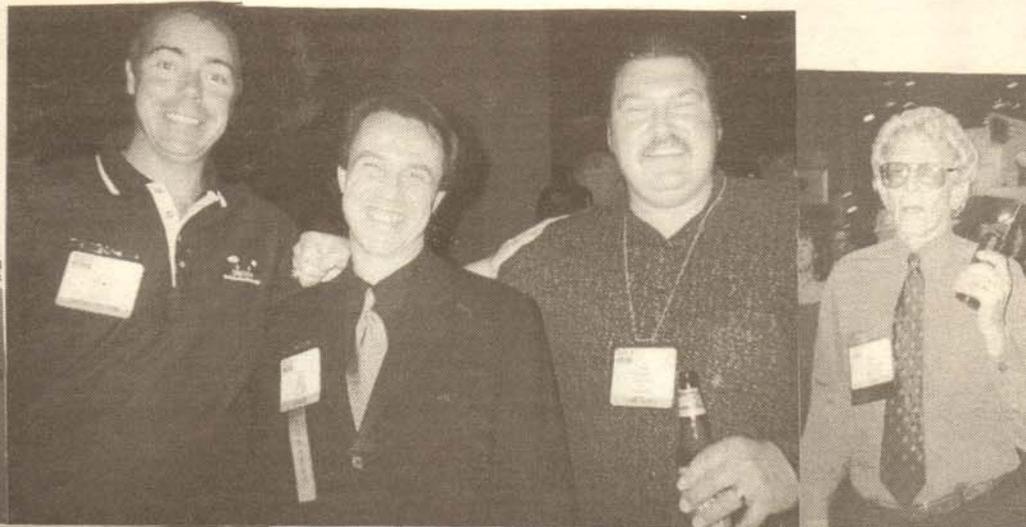
# National Fitness Journal Conference & Trade Show Las Vegas, Nevada – September 12-14, 2002



# Club Industry Conference & Trade Show Chicago, Illinois – October 9-12, 2002



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# THE STORY OF ELIZABETH

## A true-life experience of Michael Scott Scudder

In the mid 1980's, I was general manager of a 70,000 square-foot multiplex club in Westchester County, New York. This story takes place there. The names have been changed... the facts remain.

It was a hot, muggy, late-afternoon Saturday in late August. No one had been in my club for over 2 hours. I had let the staff go home early, and was in the process of closing the club for the evening.

As I was standing at the electric panel behind the reception desk, a woman walked in—I should say *limped* in—tentatively casting glances around the interior, looking like she would bolt at any minute.

I reached my hand across the desk, as I always do, to shake hands with her and to greet her. I said: "My name's Michael. Welcome to The Athletic Club. What's your name?" She uttered a barely-audible "Elizabeth" and started inching back towards the door. I said: "Welcome, Elizabeth! What brings you here today?"

She replied: "I wanted to find out about this place, but I see you are closing up. I'll

come back another time." Something told me she wouldn't, and, much as I wanted to have a free evening and go home myself, I persisted. "Elizabeth," I asked, "why are you here?" Tears started to form behind her spectacles, and I quickly added "Why don't you go sit down in my office over there, it's cool and there's water on the table. I'll just finish up here in two minutes and come join you, and we can talk as much as you like."

She very hesitatingly shuffled into my office and sat down. I joined her quickly, and sat down next to her. I said: "Elizabeth, I noticed the tears. Did I strike a chord with something? Would you like to tell me why you've come here today?" At which point Elizabeth started *bawling*! I shifted the tissue box over to her (people often cry in my office...I do too) and sat silently, letting her collect herself.

After a couple of minutes, she apologized profusely for acting like a fool. I told her no apologies were necessary, and I quietly invited: "Elizabeth, tell me about

YOU."

What went on is a classic. In shortened form, Elizabeth told me that her husband of thirty years had died several months before, that her two children were out of the house, that she was alone, that she had gout, high blood pressure, several other ailments, was depressed, overweight, didn't know if she could get and hold a job, and that she was feeling twenty years north of her actual 47 years. And then she said something that altered forever my point of view about our business, and my place in it: "I just thought that if I came to a place like this, that I could somehow get back on track a little bit."

At that moment, after more than a decade in the fitness industry, after managing three clubs, after selling thousands of memberships, I realized for the first time what I was doing in the business. I replied: "Elizabeth, you've come to the right place."

Well, Elizabeth and I talked for nearly two hours. She never even saw the club. She purchased a membership and I set her up with an initial fitness training appointment and

club tour for the following Monday.

Some time went by and I noticed that Elizabeth seemed to walk a little better, that she had maybe lost some weight, that she seemed to smile more frequently. I knew that she had referred a couple of her family and friends to us as prospective members, and that she appeared to be comfortable in the club setting.

Some more time went by, and Elizabeth really perked up. She started coming in exercise clothes rather than baggy gray sweats. She limped no longer. She was becoming more outgoing. She clearly had lost *considerable* weight. One day in mid-summer the following year she asked if she could see me in my office. She quickly added: "Nothing bad, just sort of a report card for you."

We went into my office and I asked: "So, Elizabeth, what's the report card?" Beaming from ear to ear, she answered. "Well, I've lost 35 pounds! I don't take any medications anymore! My doctor says it's a miracle. I tell him 'No, it's just exercise.' I have a great job...I met my

boss here in the club! I'm getting married again...I met him here in the club too! I met him here here because of me and what I've gotten out of being here!" And on and on and on...a testimonial to what can be had from participating in a health club. Truthfully, I was *inspired* by Elizabeth.

And then she said: "But I've rattled on. What I really came here for is this. To thank you. To thank you for giving me back my life." And then I *cried*!

I think of the Conway Twitty song of many moons back: "That's my job. That's what I do. Everything I do, I do for you, 'cause that's my job."

I've lost contact with Elizabeth. I left New York State, and Elizabeth left the area with her new husband. But I haven't lost *touch* with Elizabeth, nor with the gift that we gave each other. I think of her often, and I know that wherever she is, she's exercising, feeling full of life, and giving to others.

That's our job...the Elizabeths of the world.

### ...Dr. Blair

continued from page 14

manufacturers to the shoe and clothing companies, the Industry has been remarkably short-sighted and immature in recognizing a public health problem and trying to be part of the solution.

Now I may be a liberal, but I'm also a capitalist. I know the industry has to make money. But if I asked you to name the most profitable industry segments in the U.S. today, you'd mention the pharmaceutical companies. These companies are enormously profitable. Whether out of cynicism, greed or altruism, they have a long history of funding things—not just product

development, but contributing to organizations such as the American Heart Association and to public health service initiatives. The pharmaceutical companies are being very mature.

In my analysis, the fitness industry has been short-sighted by not getting active and working with governmental and scientific organizations and universities. I don't see any evidence that the industry is involved in giving back.

**Pratt:** It may take some success stories for the industry to embrace physical activity and aging. I mean examples of people who have taken a chance on what amounts to a new market and have used a model developed outside the private

industry, such as in senior housing and universities.

**CM:** *What do you see as the future direction of physical activity in aging?*

**Buchner:** I hope we are heading towards older adults becoming a lot more active. I hope when they're reacquainted with things they're familiar with from their youths, they'll start to remember the good feelings they can get from physical activity. And they'll realize physical activity can be fun and provide them with a social situation. If this happens, it will begin to reinforce being active, and we will see an increase in the rates of people exercising. The health of older adults will improve. And our medical costs will decrease or, at least, be postponed.

Let me leave you with an encouraging thought about older adults' potential for physical activity. We are continually discovering the effects of physical activity. This amazes me, as we thought we knew a lot about these effects already.

Research is growing and showing that physically active older adults are less likely to have dementia and cognitive decline. This is interesting, because there are a lot of unanswered questions about the impact being physically active has on cancer, where test results tend to be more positive, than negative. And more research reveals the positive outcomes physical activity has on gallbladder disease, depression and other mental health aspects, plus sleep quality—an issue of potential significance to older adults.

As we better understand the benefits of physical activity, we find ourselves going back to John W. Rowe and Robert L. Khan's *Successful Aging*. Yes, we see a lot of usual aging. But we also see this large potential for successful aging.

### Gearing up to succeed

The year 1964 marked

a turning point in the battle against tobacco and smoking. It also marked the end of the baby boom. It seems only fitting that the 1996 *U.S. Surgeon General's Report on Physical Activity and Health* was released to coincide with the first baby boomers turning 50.

Other campaigns have won over the population. It's time for us to build on the 1996 SGR and fight the battle for physical activity in the general population. Public policy and growing research are our allies. Who knows what we may accomplish in the next decade? As history shows, society changes when change is set in motion.

*(For more information about the National Blueprint, contact the International Council on Active Aging, 3307 Trutch Street, Vancouver BC V6L 2T3; toll-free: 866-335-9777, tel: 604-734-4466, fax: 604-708-4464, e-mail: cmilner@attglo bal.net, website: www.icaa.cc)*

### A blueprint for action

In May 2001, a coalition of 46 national organizations released a plan to get older Americans moving. The *National Blueprint: Increasing Physical Activity Among Adults Aged 50 and Older* guides and supports organizations in their efforts to persuade older Americans to adopt active lifestyles. It also suggests a number of general strategies for organizations to follow.

# Capitol Report

*Reprinted Courtesy of IHRSA*

## **OBESITY EPIDEMIC GETTING WORSE**

The Washington Post recently reported on a new study by the Centers For Disease Control and Prevention (CDC) which finds almost one in every three American adults to be obese (BMI equal to or greater than 30), and 65% to be overweight (BMI equal to or greater than 25).

Harvard Medical School's George L. Blackburn says, "We are totally losing the battle to prevent and treat obesity."

Journal of the American Medical Association (JAMA) Deputy Editor Philip B. Fan-tanarosa adds, "The epidemic of obesity continues unabated with no sign of reversal."

The epidemic is not limited to adults. A study of children and adolescents found that in 1999 to 2000, nearly 16% of 12- to 19-year-olds were overweight, an increase of nearly 5 percentage points from 1988 to 1994.

Without better means of prevention and treatment, obesity experts predict a grim future. "We must have the surgeon general and the CDC intensify their efforts for early identification and early prevention of overweight and obesity," said Blackburn, "or we are going to have the first generation of children who are not going to live as long as their parents."

Yesterday, First Lady Laura Bush and former U.S. Surgeon General, David Satcher, were hosts of the Healthy Schools Summit to help promote physical activity and better nutrition in schools. A bill designed to address obesity with more research was introduced last summer by Sen. Bill Frist (R-Tenn.). Rep. Mary Bono (R-Calif.) recently introduced similar legislation in the House.

## **JURIES IN TWO CASES RULE IN FAVOR OF HEALTH CLUBS**

An Orange County jury has ruled unanimously in favor of a California health club that was sued when a member fell in the steam room.

The 73-year-old woman, who demanded \$250,000, claimed she slipped and suffered a fractured hip which required surgery. She had used the steam room for several months prior but alleged that on the date of the incident, the tile floor was slippery and constituted a dangerous condition. The club proved that its inspection and maintenance procedures were reasonable and prudent.

In Texas, a unanimous jury ruled in favor of The Met Business & Sports Club. A 29-year old woman had sued the club for \$25 million for brain damage resulting from a cardiac arrest she suffered during a tennis lesson in 1997. The arrest was determined to have been caused by complications from Wegener's Granulomatosis (a disease characterized by inflammation of the walls of the blood vessels). Employees of The Met had called 911 and rendered CPR. The plaintiff was resuscitated and taken to the hospital. She brought this suit alleging that The Met failed to provide reasonably prompt first aid and assistance once the plaintiff became ill or in danger. However, the jury found no negligence on the part of the club.

## **EXPERTS, SENATOR CRITICIZE EPHEDRA**

A U.S. senator chided the Food and Drug Administration (FDA) yesterday for not taking action to block the sale of dietary supplements containing ephedra, an herb that has been linked in many reports with heart attacks, high blood pressure and even death.

Sen. Richard Durbin, D-Ill., chairing a Senate subcommittee hearing, said that even though there have been thousands of reports linking ephedra with serious medical complications, companies continue to sell it to children and the FDA has taken little action.

"We have mountains of evidence that this drug is not safe and these manufacturers are being irresponsible about their marketing practices," said Durbin. But a lawyer representing Metabolife International

Inc., an ephedra supplement maker, disputed the criticism, saying his company's product is safe and effective when used by adults who follow the dosage directions.

An FDA official, Lester M. Crawford, said the agency has "stepped up our efforts," but it needs to complete a study before it can take action that might lead to a suspension of ephedra products.

Under a 1994 federal law, the FDA cannot regulate dietary supplements the same way it does pharmaceuticals. Before a dietary supplement can be removed from the market, the FDA must prove it is not safe.

Crawford said the FDA is still working on rules that would regulate the diet supplement industry, but they have gone through extensive changes over the years since the law was passed. "In a worst case," he said, it could take four more years before they are in force.

## **CALIFORNIA CLUB WINS ADA CASE**

A Nevada County jury has ruled in favor of Club Sierra Sports & Fitness after a 67-year-old wheelchair-bound man alleged that he was not allowed to bring his service dog inside the gym.

The Americans With Disabilities Act (ADA) requires places of public accommodation, such as restaurants and health clubs, to admit service animals.

The plaintiff, who needs a wheelchair and a service dog to assist him in his activities of daily living, was a longtime member of the club. He had used another service dog that eventually died, and he got a replacement service dog in 2001. He maintained that the club denied him the right to bring his replacement service dog into the gym on 57 occasions and sought statutory damages of a minimum of \$1,000 for each violation. The club asserted that it never denied the man the right to bring his new dog into the gym. The club maintained that the man's new dog, by the man's own admission, was not yet

trained to be a service dog and that the man never tried to bring the dog into the gym.

## **240-POUND WOMAN CHANGES COMPANY'S "LEAN" HIRING POLICY**

Jazzercise Inc. says it will no longer require instructors to look trim and fit, settling a woman's complaint that she was refused a job because of her weight.

The change in company policy is based on a settlement with the San Francisco woman and mediated by the city's Human Rights Commission.

"Recent studies document that it may be possible for people of varying weights to be fit," Jazzercise said in the settlement. "Jazzercise has determined that the value of 'fit appearance' as a standard is debatable."

Jennifer Portnick, 38, complained that San Diego-based Jazzercise refused to hire her as an exercise-class instructor because her build -- 5-foot-8, 240 pounds -- would give students the impression she was not in shape.

She filed a complaint in February alleging discrimination under San Francisco's "fat and short" law, which bars discrimination on the basis of weight and height.

Portnick said she works out six days a week and has mastered the complex dance steps required to teach Jazzercise. She now runs her own fitness program and does not plan to re-apply to Jazzercise.

"I'm absolutely thrilled with this outcome," she said. "I'm lucky to live in San Francisco, where there's a law to protect people like me."

In a letter to Portnick last year, Maureen Brown, Jazzercise's director of franchise programs, wrote that "Jazzercise sells fitness."

"Consequently, a Jazzercise applicant must have a higher muscle-fat ratio and look leaner than the public," Brown wrote. "People must believe Jazzercise will help them improve, not just maintain their level of fitness."

## **HIRE SMART AND STAY WITHIN THE LAW: IHRSA'S INSTITUTE CAN HELP**

The 2003 IHRSA Institute for Professional Club Management is returning to the campus of Toronto's Ryerson University. The Institute (May 31 - June 5) offers club operators an intensive curriculum that covers all the key areas of club management.

Two sessions will focus on employment/HR issues. Lauren Eller, HR Director for Fitness Formula, will conduct a session entitled "Manage your People Resources Practically and Legally," focusing on the essential aspects of hiring, training, and termination in a practical and legal manner. Frank Ancharski, GM of Oxford Athletic Club, offers "First Things First Covering All the Bases When Hiring Service Oriented People," which will focus on creating job descriptions, develop hiring profiles, evaluating resumes, and interviewing. With discrimination lawsuits (such as the one above) becoming more common, this program can help keep you out of legal trouble.

Enrollment is limited in order to provide small classes and foster sharing and in-depth discussions among attendees and faculty. For details, or to register, visit [www.ihrsa.org/meetings/institute/index.html](http://www.ihrsa.org/meetings/institute/index.html) or call (800) 228-4772.

## **BILL WOULD HELP SMALL BUSINESSES AVOID RED TAPE**

Small businesses may soon get free, confidential help complying with federal regulations. Senator John Kerry (D-MA), Chairman of the Committee on Small Business and Entrepreneurship, and Senator Max Cleland (D-GA) this week introduced a bill that would set up programs in Small Business Development Centers across the country to provide small employers with compliance assistance. Small businesses that seek and receive help from the SBDC would be guaranteed privacy.

## The *CLUB INSIDER* News Contributing Author Team

The 2002 *CLUB INSIDER* News 2002 Contributing Author Team is listed below. Our thanks to all of our authors for sharing their expertise and taking the time to write for *The Club Insider* News.

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### ...Anita Drew

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to different local restaurants. We host a jingle bell ball every Christmas. This event gives this age group the opportunity to get all dressed up and enjoy an evening of food and drink, and music. We have numerous outings that they can sign up for and attend. These include the New Orleans Opera, the ballet, casino trips, plantation tours, and cruises.

Q. Anita, there are most likely other questions or topics related to this vast subject, so please

feel free to add any questions and answers you would like.

A. There is one issue I would like to address that I think will be of utmost concern in the not too distant future. One thing that I have become painfully aware of since working with the senior market, is that although medical technology has made it possible for us to live longer, most people cannot afford to do so, financially speaking. As fitness professionals, we need to explore avenues to embrace our older population, even though many cannot afford to join our facility. Perhaps there needs to be some sort of federal

grant, or other type of revenue possible to subsidize health clubs that open their doors to

the needy elderly of their community. So many people I see tell me that if they didn't come to Franco's they wouldn't be able to get up from the table without putting their hands upon it and pushing off. Their next sentence is that if Ochsner wasn't sponsoring their membership, they wouldn't be able to afford it.

We all know how important physical activity is to live a long and satisfying life. Unfortunately, not everyone is going to be able to afford our

facility. We need to find ways to make it financially feasible to keep this popularior coming, even if they can't afford it.

### ...Glen Colarossi

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will be outliving your health. Growth of the 50+ population 1900 - 2020 (U.S. Bureau of the Census) 1980 -59 million, 2000 -76 million, 2020 -115 million. Americans 50+ compose 27% of population, yet control 50% of all discretionary income, 80% of all money in

U.S. savings & Loan, 77% of all financial assets, 66% of all stockholders, 58% of all health care spending and 41% of all new car purchases. Health club memberships 1987-1995 (IHRSA) 35+ up 63%, 55+ up 118%, 18-34 up 26%.

Q. If you were to fast forward 25 years from now, what would you predict that we would see as far as the 50+ set in commercial health clubs.

A. 25 years from now: older instructors, better lighting, more social spaces ie. Starbucks, Borders Books inside of clubs, nap rooms, TV viewing, library, medi-spas with anti aging: botox, HGH, vitamin therapy, etc. More mind body yoga, pilates,

whatever the next rage is. Stress reduction, psychologists on staff, maybe career counselors to put people in different fields, volunteer offices, intro programs of short duration (1 day or 3 weeks) dating service for widows, education about dating, classes that address chronic health problems, such as low back pain of arthritis.

-Intergenerational programs for family members

-Take home meals for singles or couples, no need to cook healthy meals

-Travel agents - adventure travel, spiritual travel

-More "fun" activities

-DNA testing to see who could donate organs (or grow their own)

## Norm Cates' Club Insider NEWS

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**Bob Esquerre, International Fitness Consultant, MA, MES, NSCA-CPT**



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