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OCTOBER 2023

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Club Insider Thanks Its Continuing Sponsors

By: Justin Cates

From time to time, we take the opportunity to dedicate a *Cover Story* to those who make it financially possible for *Club Insider* to continue on: **Our Sponsors**. This is important to us, because we always want to be able to be there for you, our **Esteemed Readers**. Further, though, through working with these great companies, we know what they can offer you, and we know their products and services can help your business.

As *Club Insider* continues its transition to an Online Only publication, now more than ever, we **THANK** the companies you will read about for their continued sponsorship. And, we **THANK** you for your readership. This month is also

the perfect time for this story, as we enter the final quarter of 2023. Now is the time to plan for 2024, and these companies stand ready to help you soar in the New Year!

So, I invite you to read on. And, I thank you for doing so. You will be happy you did.

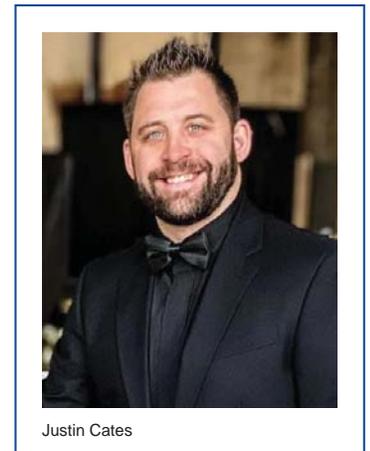
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(See *Club Insider Sponsors* Page 10)



Justin Cates

Fitness Industry Leader Louis Welch Passes Away at 71

IRVINE, CA - *Fitness International, LLC* ("Company") is deeply saddened to announce the passing of **Louis Welch**, *Co-founder, President and Co-CEO* of the Company after a two-year battle with cancer. He was surrounded by his family and loved ones. Louis' impact on the Company and the health club industry cannot be overstated. He co-founded LA Fitness in Southern California in 1984.

Under Chinyol Yi and Louis' tremendous leadership, the Company has grown from a single location to one of the country's largest fitness club chains, with over 700 locations across the United States and Canada and four brands. As a driving force behind the LA Fitness signature design model and the Company's

commitment to enhancing the physical and emotional well-being of its members in each community it serves, Louis' almost 40 years of passionate dedication to Fitness International, LLC has shaped it into the industry leader it is today.

Chinyol Yi, *Executive Chairman*, and the existing executive team are well positioned to continue driving Fitness International, LLC's strategy and business forward.

IHRSA Statement on Passing of Fitness International Co-CEO & President, Louis Welch

BOSTON, MA - *IHRSA President & CEO, Liz Clark*, issued the following statement regarding the announcement of the passing of *Fitness International Co-founder, Louis Welch*:

"Louis Welch was an instrumental leader in the fitness industry since he co-

founded LA Fitness in 1984 in California, growing it to more than 700 locations in the United States and Canada. As *Co-CEO and President of Fitness International, LLC*, he also oversaw the expansion of Fitness International to include three additional brands: *Esporta Fitness, City Sports Club* and *Club Studio*, which just launched in early 2023.

Louis was a private person, but his record of success was well-known, and everyone watched what he and his leadership team did. His business mindset and entrepreneurial spirit will be missed.

Our condolences to his family and to the Fitness International team, which, led by Executive Chairman, Chinyol Yi, will undoubtedly continue to provide steady and innovative leadership for the company."



Inside the Insider: Edition #358

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- The Power of a Gym Owner's Intent: Unlocking the Key to Gym Millionaire Success - **By:** Jim Thomas
- Are You Truly Having Inclusive Conversations? - **By:** Chris Stevenson
- Is Group Fitness Driving Your Business or Driving You Crazy? - **By:** Jeffrey Pinkerton
- Planet Fitness Announces Leadership Transition
- And, of Course, *Norm's Notes*

Norm's Notes

■ **Hello Everybody!** This is your **Club Insider Founder and Tribal Leader Since 1993** checking in with our **358th monthly edition of this 30+ year running club business publication** I refer to as: **A Labor of Love!** I'm very thankful that you've tuned in again for this iteration of **Norm's Notes**, as I proceed on my keyboard with my long-time habit of **"Telling-It-Like-It-Is!"** I'm really happy that you're reading this edition, and I want to **THANK YOU ALL** for sticking with us every month! As usual, we have a bunch of health and fitness club industry news, so **please read on!**

■ **Is AMERICA a GREAT COUNTRY, or WHAT!?!?** Hmm... hmm... hmm! And, as usual, let me start these **Norm's Notes** with my normal monthly salutation to you all: **GOD BLESS AMERICA and GOD BLESS YOU, YOUR FAMILY and YOUR BUSINESS!!!**

■ **SAD NEWS... LOUIS WELCH**, the Co-founder, President and Co-CEO of **LA Fitness**, one of the world's largest and most successful fitness club chains, **passed away on September 20th after a two-year battle with cancer.** Welch co-founded LA Fitness in Southern California in 1984 with

CHINYOL YI. Check out the **Story on Page #3. May Louis Welch Rest In Peace.**

■ **BIG NEWS** out of *Planet Fitness* as they announce that **Craig R. Benson**, a member of the *Company's Board of Directors*, has been appointed *Interim Chief Executive Officer*, effective immediately. Benson's appointment follows the decision by the Board to transition to new leadership, resulting in **Chris Rondeau's** departure as the *Company's CEO*. Check out the **Story on Page #6.**

■ *California Family Fitness* and *In-Shape Health Clubs* have announced they are taking the first step in their rebranding to form *In-Shape Family Fitness*. The combined company will offer 63 health clubs throughout California.

"After 26 years as California Family Fitness, I couldn't be more optimistic about what lies ahead for In-Shape Family Fitness," said **RANDY KARR**, CEO of *In-Shape Family Fitness*. "With the new name comes a new mission: to motivate our members to move, progress and connect on their journeys to a healthy mind, body and spirit."

In-Shape Family Fitness will offer

a seamless and consistent experience to its members across the state, offering best-in-class facilities, innovative programs and an unmatched member experience. Members who previously had access to all California Family Fitness or all In-Shape Health Club locations will have the ability to access all 63 clubs beginning in January, 2024.

Throughout California, In-Shape Family Fitness offers more than 120 pools and spas, 75 pickleball and tennis courts and 2,000 weekly studio fitness classes in 45 different class formats. Fifty-five of the clubs offer massage or recovery services and more than 20 offer small group or personal training. Childcare is also offered at most clubs. This announcement marks the first step in the formal joining of the two brands under one name as the company seeks to revolutionize the fitness experience for its members.

■ Also happening this month at *In-Shape Family Fitness*, the company has announced plans to raise **\$150,000 for Cancer Research** with the kick-off of the **9th Annual Fight Cancer Campaign**. The company's 63 clubs will come together to raise funds for local chapters of *The American Cancer Society* and *St. Jude*



Norm Cates

Children's Research Hospital.

"We all know someone who has had their life turned upside down due to a cancer diagnosis," said **KRIS MULKEY**, CMO of *In-Shape Family Fitness*. "Our *Fight Cancer* campaign is an opportunity for us to come together as a community to raise funds to combat this disease."

Cancer is the second leading cause of death in the United States, and
(See *Norm's Notes* Page 7)

About Club Insider

CELEBRATING 30 YEARS OF TRUST

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Thanks and Appreciation

At *Club Insider*, we are excited to be in our **30th Year** of this home-based health and fitness club trade publication! The thought that this publication was *founded to serve an industry I truly love*, and so that *I could become a Mister Mom for my son, Justin*, is still *intriguing and amazing* to us. So, I wish to extend my most sincere **Thanks and Appreciation** to everyone who has made this amazing 30-year run possible.

Very sincere *Thanks and Appreciation* go to **Rick Caro**, the late **Dr. Gerry Faust** and the **Faust Executive Roundtable #1** for helping me decide in 1993 what my home-based business would be. *Thanks and Appreciation* to my long-time friends, **Ron Hudspeth** and **Cathy Miller**, formerly of **Atlanta's Hudspeth Report** for the tremendous assistance they provided. *Thanks and Appreciation* to all of the folks at **Walton Press** in Monroe, Georgia. They did an absolutely excellent job for us all these years and printed every one of our monthly printed editions! And, of course, *Thanks and Appreciation* to the **United States Postal Service** for sending those editions to our readers!

Now, as we have gone all digital, *Thanks and Appreciation* to all of our **READERS**. Sincere *Thanks and Appreciation* to our **Club Insider Advertisers**, past and present, for their kind and dedicated support of this publication. *Thanks and Appreciation* to all of our **Club Insider Contributing Authors**, past and present. *Thanks and Appreciation* to **IHRSA** for all it does for all of us. And, sincere *Thanks and Appreciation* to my son, **Justin**, our *Publisher*, who is a truly great business partner. You name it and Justin does it each and every month!

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

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

Norm Cates, Jr.



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“Insider Speaks” With All Due Respect...

By: Eric Durak, MSc

Three years ago, I wrote the first in a series of articles for the health and fitness profession relating to being a non-essential business. That article was in response to the 2020 COVID response by State and National Government officials to close what they felt were businesses that were non-essential to stop the spread of a virus. At that time, the concept of health clubs having to close their doors was a foreign concept to most club managers and owners. Over a two-year period, many health clubs struggled to keep payroll to keep workers and to keep their doors from closing permanently while members of the public stopped paying dues, stopped coming to health clubs and started doing exercise programs on their own.

So, here we are almost three years later, and the response of the health club industry was to open their doors, compete for new memberships and build new clubs to enhance their revenues. The concept here is to get back to normal, and normal means building new facilities and gaining new memberships. However, the rules of society have changed. Although many people have had their fill with compliance measures due to COVID over the past three years, the issue has not been put to rest. State health departments and other bureaucracies are looking at other compliance measures for a new strain of COVID, and it may have dire consequences for the health club industry.

In my previous article for *Club Insider*, I spoke about the elements of medical fitness and how it may help the industry as a whole gain new members but also gain credibility as providers, and therefore, essential businesses. I have not seen a lot of movement in this area from most health clubs. Their business model is expansion. There's nothing wrong with that; however, at the three-year mark, without being considered a form of essential business to Government officials, health clubs may find themselves in the same predicament as we move into 2024.

The title of this article is called, “*With All Due Respect...*” My meaning here is to take issue with the portion of the health club industry that is still not paying attention to the elements that may wish to close these clubs down again and the opportunities that are continuing to arise in the post-COVID era.

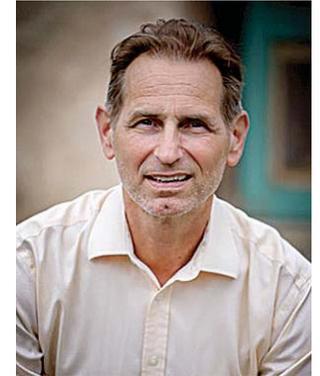
One of the issues is the passing of a Government bill that would allow for ease of membership within the health club community. One of the provisions of the PHIT Act is insurance-sponsored health club memberships. At the outset, this is a fantastic idea. Many more people may join health clubs if they have a third party pay for those membership dues. However, this act utilizes HSA employer-sponsored reimbursement to pay for such memberships. According to industry leader and insurance representative, **Jason Paul**, HSA dollars are already available to the

30% of health club members who have a health savings account. Today, this money will allow them to participate in programs such as personal training, nutrition consultation, massage therapy and other health club programs that may be covered under these HSA accounts. Let me state that this money is available now, with no government intervention and no passage of a government-sponsored act in the future.

That brings up the opportunity. If this money is already available, and it may account for up to \$200 per member per month, then the industry itself could see a 20% increase in revenues over the course of the next year by tapping into health savings accounts from members who already have a membership at your health club. This is independent of any other type of insurance program or third-party payment for any type of health club service.

For the leadership of the health club industry, this issue places you in an uncomfortable situation of wanting to work with the Government to essentially help save the health club industry vs. working with insurance brokers and third-party payers now to enhance additional revenues and become an essential business, and therefore, worry much less about your doors closing in the next 12 months.

I am not against working with partners to enhance revenues and to enhance memberships. However, everyone in the health club industry should remember vividly what happened to them three years



Eric Durak, MSc

ago by the Government, and the voice inside your head should say that they do not have your best interests in mind. With that said, health club management and ownership should be looking to third parties in the private sector to enhance revenues and to ensure the viability of the industry over a long period of time.

I started my career in the health club industry 35 years ago. Now, I am a consultant to a growing number of clubs who see medical fitness, clinical outcomes, licensing programs and private memberships as a way to circumvent any future closures of clubs by overzealous Government bureaucrats who do not
(See **Eric Durak, MSc** Page 8)

Planet Fitness Announces Leadership Transition

HAMPTON, N.H. - Planet Fitness, Inc. (NYSE: PLNT) (the “Company”), announces that **Craig R. Benson**, a member of the Company’s Board of Directors, has been appointed *Interim Chief Executive Officer*, effective immediately. Benson’s appointment follows the decision by the Board to transition to new leadership, resulting in **Chris Rondeau’s** departure as the Company’s CEO. Rondeau will continue to serve as a member of the Company’s Board of Directors and will be nominated for re-election at the Company’s 2024 Annual Meeting. Rondeau will continue to serve the Company in an advisory role as contemplated under his existing agreements with the Company to help ensure a smooth transition. In connection with this transition, the Board is engaging a leading executive search firm to assist in a comprehensive search process to identify a permanent CEO, with both internal and external candidates being considered.

“As we enter the next chapter of Planet Fitness’ journey, the Board felt that now was the right time to transition leadership,” said **Stephen Spinelli, Jr. (Ph.D.)**, *Chairman of the Board*. “In today’s evolving environment, Planet Fitness is continuing to enhance our competitive advantage, capitalize on our size and scale, and drive further shareholder value. As a Board member and Planet Fitness franchisee, Craig knows our business well, while also bringing deep public and private sector executive leadership experience to this role. The Board is confident that he is the ideal leader to oversee the business during this transition period. The Board remains committed to overseeing the execution of the Company’s strategy as we begin our search for Planet Fitness’ next permanent leader and solidify our position as a differentiated and disruptive force in the health and wellness space for years to come.”

“Planet Fitness is a truly unique

brand with a strong track record of growth and opportunity to drive long-term value creation,” said Benson. “Having served on the Company’s Board for six years and as a Planet Fitness franchise owner, I am deeply familiar with the business. Planet Fitness has a solid foundation in place, with further runway for growth by strengthening our branded messaging, ensuring we continue to allocate capital with discipline and focus on the highest return opportunities, including both domestically and internationally, and supporting our franchisees who are key partners in our efforts to drive shareholder value. I am ready to hit the ground running and look forward to working alongside the management team and employees to ensure a seamless transition for all of our stakeholders.”

Spinelli concluded, “On behalf of the Board, I’d like to thank Chris for his 30 years of service to Planet Fitness. During the course of his decade-long tenure as CEO, Chris has played a critical role in

accelerating our differentiated high-value, low-price (HVLP) model to significantly grow our membership over five and a half times to 18.4 million and footprint by four times to more than 2,400 stores, while cultivating our culture of judgement free fitness to improve the lives of millions of members. We appreciate his continued support to help ensure a smooth transition.”

“My 30-year career at Planet Fitness has been an incredible ride, and it’s been an honor to lead this Company and serve our employees, franchisees and members, all of whom have played a key role in our tremendous growth and success,” said Rondeau. “I am grateful for and look forward to supporting the management team in an advisory capacity and have confidence in the long-term potential of Planet Fitness.”

The management change is not the result of any material or unexpected financial events.

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...Norm's Notes

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one in three people will have cancer in their lifetime. In-Shape Family Fitness will offer a variety of ways for the community to contribute to support organizations working to prevent, detect and treat this illness that impacts so many people, including:

- Fitness and wellness events;
- Special Fight Cancer retail items;
- Selling paper kettlebells with all proceeds going to the campaign;
- Fight Cancer pickleball tournaments;
- Donations for every new member that joins in the month of October;
- Sponsorships from partners; and,
- Donations for every public social media post with #InShapeFightsCancer.

STAY TUNED FOLKS!

■ **EoS Fitness**, the fast-growing High Value, Low Price (HVLV) gym with more than 125+ locations open or on the way nationwide, celebrated a major milestone this month when its **one millionth member** joined the EoS family. The gym also announced three new locations as part of its ongoing aggressive growth strategy. **Congrats to the folks at EoS Fitness, and Stay Tuned Folks!**

■ **Midtown Athletic Clubs**, a leading owner and operator of premium tennis and athletic clubs across the U.S. and Canada, announces the executive appointments of **ALEX SCHWARTZ** as its corporate *Chief Marketing Officer* and **MATT TILBURG** as the *General Manager* of its flagship property, *Midtown Athletic Club & Hotel* in Chicago. **Congratulations to Alex and Matt!!!**

■ **Myzone**, a global leader in fitness technology, announces a significant leadership transition as **DAVE WRIGHT**, the *company's Founder*, steps down from his role as *Group CEO*. In a strategic move, the Board has appointed **DAVID STALKER**, the *current CEO of EMEA and President of EuropeActive*, as the *new Myzone Group CEO*, effective immediately.

■ **This news out of Nautilus:** *Nautilus, Inc.*, parent company of *BowFlex*, has received a non-compliance notice from the *New York Stock Exchange*. The fitness equipment maker isn't meeting its price criteria, as the *average closing price of its common stock has been less than \$1.00 per share over a consecutive 30-trading day period*. The struggling fitness equipment maker has teased a total company rebrand including a potential name change. While the NYSE-issued notice doesn't result in the immediate

delisting of the stock, Nautilus confirmed it will respond within ten business days of its intent to cure the deficiency. According to NYSE rules, the fitness maker has a six-month period following the notice to regain compliance.

Facing difficulties post-pandemic, Nautilus started employing what it calls a "North Star" strategy in 2021 to correct course. The Vancouver-based fitness maker laid off 15% of its workforce as a cost-savings measure earlier this year and announced it would sell \$13 million in non-core assets, including its name trademark, to boost its balance sheet after a steep decline in net sales. Other plans include raising approximately \$5 million for general corporate purposes through a direct public offering and warrants. Nautilus also gave its BowFlex line an overhaul to attract younger fitness consumers.

Nautilus raised eyebrows this summer with plans for a "total company rebrand," a decision that *CEO, JIM BARR*, told investors would solidify its position in the connected fitness industry. He indicated that the upcoming revamp *may include a company name change by the end of the year*. "We haven't announced the new name yet, we kind of want you to be on the edge of your seats," Barr said.

The company recently posted its fiscal 1Q24 results, reporting *net sales of*

\$41.8 million, down 23.8% when compared to last year (**\$54.8 million**), although *gross profit increased 24.3% to \$8.6 million* when compared to **\$7.0 million** last year. "We are pleased with our performance to start the year but recognize that there's still a long way to go in fiscal '24," Barr told investors. The company recently released the Schwinn 490 Elliptical, a connected fitness machine that Nautilus said was a response to customer feedback. **Stay Tuned Folks!**

■ There's still time to register for the *MFA Annual Conference!* That's right... there is still time to register for the *2023 MFA Annual Conference*, taking place **November 1 - 4**, but not much! Plus, now, when you register one person, you can bring two more along for **FREE!** Already registered? Add another person from your facility for free! MFA will feature over 30 great educational sessions, an excellent Keynote, networking events and more! Come to Baltimore and go home inspired! To obtain details and to register, contact **MARIANN MURPHY** at (910) 420 - 8610 or marian.murphy@medicalfitness.org.

■ The **International Council on Active Aging (ICAA)** has welcomed **MARTY McCALLEN** to its *Business Development* (See *Norm's Notes* Page 8)

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Team, and the team is thrilled to announce the addition of Marty to its team.

COLIN MILNER, ICAA CEO, commented: "As ICAA continues to expand, Marty's extensive experience in the health, fitness and wellness industry will play a pivotal role in strengthening our Association's commitment to leading, connecting and defining the active-aging industry." Milner continued, "Having previously served as *Publisher, Brand Director and National Sales Manager for Club Industry*, a long-time prominent fitness industry brand, Marty has established himself as a hands-on, results-oriented leader who brings a distinctive blend of creativity and pragmatism to ICAA."

ICAA is a professional Association dedicated to supporting individuals who aspire to foster wellness cultures for adults over 50. The Association develops and delivers best-in-class education and staff training, management tools and resources, research and information to enrich wellness environments and cultures in 10,000+ member organizations. To learn more about ICAA, visit www.icaa.cc.

Great choice, Colin! Congrats Marty!

■ **"Pole Vaulting 71-Year-Olds Soaring Again!"** is the headline of a story I think you will enjoy. This amazing story appeared in the *Atlanta Journal Constitution (AJC)* on **Monday, September 18, 2023**, and it was so **FUN** and **AMAZING TO ME** that I thought it would be a fun idea to share it with you, our esteemed readers. Check it out below. I credit the **AJC** for this **FUN** report, and it follows below:

MINNEAPOLIS, MINNESOTA - MIKE SOULE and **WAYNE ANDERSEN** prove that you're never too old to take a flying leap. Soule, a 71-year-old North Branch, Minnesota, resident, and Andersen, 71, of Shoreview, Minnesota, are at the age when a lot of people might think about getting into golf or pickleball to stay active. Instead, they've taken up pole vaulting! Or, more accurately, they've gotten back into the sport. As teenagers, they competed against each other for their Wisconsin high schools. Nearly a half-century later, they're picking up the poles again as coaches and as competitors in *Masters* track and field meets and *Senior Games*.

As far as they can tell, they're the oldest pole vaulters in Minnesota. "Every time I show up for a meet, there's no one in my age category." Said Andersen. "We're kind of IT," Soule said. Soule has been fascinated with pole vaulting since he was a 7-year-old growing up in Luck, Wisconsin. His dad was on the *School Board*, so Soule tagged along to meetings and hung out at the school gym, where he was mesmerized by high schoolers pole vaulting and landing in a pit lined with hay bales and filled with

sawdust. He went home and tried it for himself, using a metal conduit pipe to try to launch himself over a bamboo fishing pole suspended between some peach crates he found in the garage.

"I was kind of good at it," Soule said. He competed in junior high school, then for Hudson High School, where he set a school record. But, when he went to the *University of Arkansas* in 1970, he got on the football team, playing until injuries cut his athletic career short. It wasn't until after watching the *2004 Summer Olympics* in Athens that he thought about pole vaulting again. When America won Olympic gold and silver in the men's event, "I looked at my wife and said, 'I wonder if I could pole vault again?'" Soule said. Her reply was: "Just make sure your insurance is paid up."

Undeterred, Soule googled "track and field for old people," and "old people pole vaulting." He eventually contacted a Texan named **DOUG "BUBBA" SPARKS**. "Bubba," runs the website, bubbapv.com, which is dedicated to Masters pole vaulting. "He emails me back and says, 'Welcome back, brother.'" Soule said. By 2005, Soule was doing what he did when he was a kid: building a pole vaulting pit in his own backyard in Wyoming, Minnesota. This time around, the equipment was a lot better than fishing poles and peach crates, with a lighting system, a portable rubber runway and a foam landing pad.

Soule, who began calling himself *"The Vaulting Geezer,"* competed at the *National Senior Games* and *USA Track & Field Masters Championships*. "I've got a shoebox full of medals at home. But, everyone gets those if you do it long enough," Soule said. He also has more than 100 pole vaulting poles. "One size does not fit all," he said. He can't clear the 12 feet, 7 1/2 inches he once jumped during high school. "My best is 9 feet, 6 inches about five years ago," he said. "But, I don't care if it's 7 feet, 8 feet or 9 feet. If you get a good jump and you clear it, it takes you 50 years back to when you were a kid."

Soule started the **G-Force Pole Vault Club**, teaching hundreds of teenagers, and he coached at *Forest Lake High School*. He has also helped older athletes get back into pole vaulting. "I do a lot with geezers... I mean *old* guys," he said. One of the old guys Soule helped get back into the sport was **WAYNE ANDERSON**.

Andersen, who grew up in Balsam Lake, Wisconsin, started pole vaulting as a high school freshman. His coach was his dad, **AL ANDERSON**, who also coached football, basketball, gymnastics and track as well as teaching driver's education at *Unity High School* in the small western Wisconsin town. Al Andersen, who is 92 and still living in Balsam Lake, remembers his son, "was pretty fired up about it. The kid worked his heart out," he said. "He got pretty doggone good."

"It was my passion," Wayne Andersen said. "I loved vaulting." In high school, he cleared 13 feet, 10 7/8 inches.

But, after getting injured vaulting for what was then called *Stout State University* in Menomonie, Wisconsin, he gave up the sport. A couple of years ago, he found himself wondering what the world record was for a 70-year-old pole vaulter. When he got in contact with Soule, they realized they competed against each other as high schoolers in the Wisconsin pole vaulting sectionals the year that Andersen went on to win the state high school championship. "I told him, 'I'll get you jumping again,'" Soule said of Andersen.

Now, Andersen has his own vaulting club, and he's coaching vaulting at *Blake High School*. Earlier this summer, he competed in a *USATF Minnesota Association Open & Masters Outdoor Track & Field Championship at Macalester College*, where he cleared 8 feet and was the *oldest* competitor. Andersen said returning to the sport after such a long absence was, "almost like riding a bike," except the stresses on the body are a lot tougher to handle. "At 71, it takes five times longer to recover," he said. For his part, Soule has continued vaulting, even after getting both hips replaced. A recent cancer diagnosis put a pause on competing, but he still hopes to vault again. He got back to coaching within four days of having an operation to remove some cancerous tissue from his lungs. "My plan is to get back at it," Soule said. "I'll do it as long as I can, because it's good for me. Anytime I can grab a stick, I'll get in a pit."

Folks, **IF** you've enjoyed this particular **Norm's Note** as much as I

enjoyed sharing it for you, and you know someone who reminds you of these amazing Seniors, I'd **REALLY LOVE** to hear from you about them! Just send me an email to Norm@clubinsideronline.com, and we can follow-up this Norm's Note with something I just might call, "*An AMAZING Seniors Club Report!*"

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

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

(Norm Cates, Jr. is a 49-year veteran of the health, racquet and sportsclub industry. He is the Founder and Tribal Leader Since 1993 of Club Insider, now in its 30th year of monthly publication. In 1981, he was IHRSA's First President, and a Co-Founder of the Association with Rick Caro and five others. In 2001, he was honored by IHRSA with its DALE DIBBLE Distinguished Service Award, one of its highest honors. And, in 2017, he was honored with Club Industry's Lifetime Achievement Award. You can reach Norm by phone at 770-635-7578 or email at Norm@clubinsideronline.com.)

Make It Fun!

...Eric Durak, MSc

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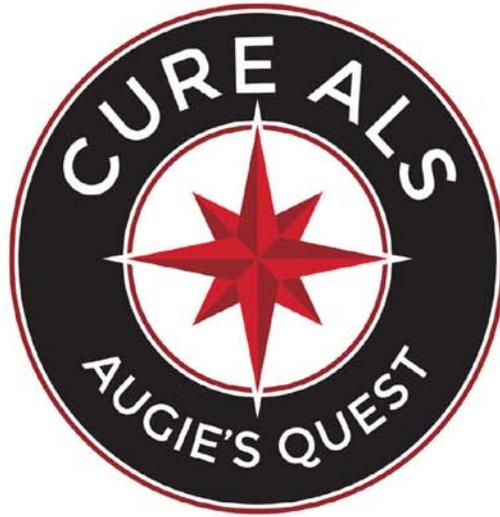
understand that health clubs are safe, health clubs provide a physical and mental benefit to their members and that health clubs are a viable part of a community that should never be shut down. Ever.

As we come into the last quarter of 2023, the industry has decisions to make. If they do not make these decisions to remain open and to work with third party vendors, Government bureaucrats may again wind up making these decisions for the health club industry, an industry where we do not see that our autonomy is based on our ability to provide essential services and be seen by Government officials as doing so.

It is my hope that the next 12

months see unprecedented growth in the health club industry, not only through new buildings and new acquisitions but new types of members who may be in need of specific services that only can be found in health clubs. These services will be paid for through third parties and the health outcomes that we will see can have a long-lasting change not only for the health club industry but for healthcare in general.

(Eric Durak, MSc is the President and Founder of Medical Health and Fitness. He is a 35-year veteran of the health club industry. His company performs clinical outcomes and consults on medical fitness. He can be reached at edurak@medhealthfit.com.)



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continued from page 3

over 440 gyms worldwide in 37 states, the District of Columbia, Australia, Canada, Costa Rica, Portugal, Puerto Rico and Spain. Crunch is rapidly expanding across the U.S. and around the globe.

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John Merrion: John.Merrion@crunch.com

Greg McDonough: Greg.McDonough@crunch.com

Web: www.crunch.com

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LA Fitness:



LA | FITNESS

LA Fitness is looking for experienced and high energy Group Fitness Instructors! If you are interested in becoming a fun, motivating and dynamic instructor, and you have experience teaching group fitness classes, **APPLY TODAY**. Complete an application at the LA Fitness location nearest you or online at www.lafitness.com/careers. If you are interested in learning to teach, sign up for our Fitness Instructor Training.

LA Fitness Instructor Benefits:

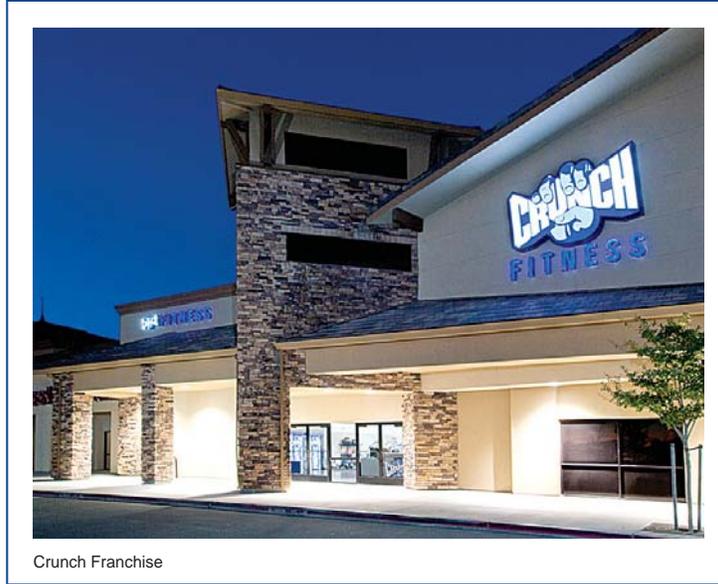
- Complimentary LA Fitness membership;
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- Access to teaching at over 575 club locations nationwide, including Canada;
- Free childcare while teaching, where available;
- Current onsite music.

Founded in Southern California in 1984, LA Fitness continues to seek innovative ways to enhance the physical and emotional wellbeing of our increasingly diverse membership base. Today, our state-of-the-art clubs span the continent, and we're still expanding. Our strong and successful growth stems from our commitment to understanding and meeting the distinct needs of each community we serve. With our wide range of amenities and a highly trained staff, we provide fun and effective workout options to family members of all ages and interests.

Contact:

Web: www.lafitness.com/careers

See Ad on Page #5.



Crunch Franchise

sure, *effective* at creating results like stronger bodies, healthier hearts, improved moods, boosted brain health and real-life readiness.

Movement - There's no use having a good-looking body in the gym that breaks down in real life, so we infuse functional, and fundamental, movements to create "can-do" minds and bodies. We call it a *Movement Health* approach, and it focuses on the ability to move with ease, less restriction and fewer injuries.

Music - Music is the heartbeat of MOSSA workouts. Also, it's workout magic. Music delays feelings of fatigue, makes time fly and literally enhances performance. But, we don't just play any music. We select from popular genres and choose hits from recent decades and today's charts, then custom engineer every song to make it motivating and moving to the broadest possible audience.

MOSSA:



Reenergize Group Fitness With MOSSA

When was the last time you really focused on reinvigorating your group fitness program? Not *resuscitating*, not *reviving*, like so many facilities post-COVID, but *reenergizing* and *refilling* your rooms?

If it's time to at least *reevaluate* and *refocus*, we can help. We're MOSSA, and we develop group fitness solutions for health clubs, to get more people moving. Our system provides all of the components your team needs to deliver

and promote inclusive and engaging experiences. Yes, amazing workouts that fill rooms, but also instructor recruitment and training, marketing and member onboarding resources.

And, because it's not just about *getting* people to group fitness --it's about *keeping them coming back*-- MOSSA workouts will connect members to you and each other by elevating each workout to a social experience. Our workouts are thoughtfully designed to ensure that each reaches a broad audience, creates community and boosts engagement, keys to attracting and retaining members.

Here's How: We develop workouts with a recipe of *Movement, Music, Metrics* and *Motivation*. We call it *M4 Programming*, and those ingredients ensure every workout is held to the same high standards that go way beyond "safe and effective." We're talking about enticing, encouraging, entertaining, energizing experiences. And,

Metrics - Unlike any workout in the industry, MOSSA's undergo a meticulous field-testing phase. Our worldwide tester team --hundreds of instructors-- deliver future workouts live and return detailed feedback, ranking music and programming for every phase of each workout. We use the feedback to fine-tune, then film and launch.

Motivation - You want to deliver the most inclusive possible workouts --something that fits everyone-- so we train instructors to present MOSSA workouts in a motivating, never intimidating way. To be encouraging, never discouraging. They're also equipped with a wide range of options to make sure the workouts fit every mover, whether they want to dial down or dial up!

Now, let's revisit the original question. *How can we help you revitalize group fitness?* With amazing workouts as a base, a MOSSA partnership also means support in instructor recruitment, onboarding and marketing strategies, digital resources, and so much more. When you're ready to *reenergize* your entire team and *reestablish* yourself as a leader in group fitness, let's talk!

Contact:

Phone: (800) 729 - 7837

Web: www.mossa.net

See Ad on Page #19.



MOSSA

Workout Anytime:

Starting in the early 1970s, *Workout Anytime* Founders **John Quattrocchi (John Q)** and **Steve Strickland** worked with some of the biggest names in the industry, including *Bally* and *American Fitness*. Together, they (See *Club Insider Sponsors* Page 12)



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continued from page 10



developed the *Workout Anytime Franchise* concept, starting from humble beginnings in Douglasville, Georgia, in suburban Atlanta. True to their pioneering spirit, they soon found themselves leading the wave of the fastest-growing fitness segment by applying their winning formula of *Quality, Value and Convenience*.

Today, with just under 200 locations across the country and growing, and a team of some of the most experienced health club professionals in the industry, Workout Anytime is proof of the Founders' firm belief that you can offer members first class fitness facilities at the lowest cost possible and still turn a profit.

Our Mission: To provide a friendly, convenient, life-changing journey with passion. At the same time, create a unique, purpose-driven business opportunity for our Franchise Partners that allows them to achieve their lifestyle and financial goals through hard work, commitment and passion.

Our Vision is to reshape the fitness community where every body aspires to be the best they can be.

Our Values are based on three basic principles: "Think Big, Keep it Simple, and Do it with Integrity."

Contact:

Terry Harof
Phone: (770) 809 - 1425
Email: terri.harof@workoutanytime.com
Web: www.workoutanytime.com

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Primary Tier Sponsors

Augie's Quest:

Founded by the late **Augie Nieto**, *Augie's Quest* is the unwavering force driving breakthroughs in ALS research, defying limitations and empowering hope for a future without this devastating disease. Augie's Quest has been working with ALS-TDI, the world's foremost drug discovery lab focused solely on ALS, since 2006 to bring new treatments and ultimately a cure to those with ALS. Whereas many ALS organizations are focused on everyday support for those living with ALS, Augie's Quest is committed to the greater goal of ending the disease for good.

Incurable is Unacceptable.



Workout Anytime Founders, John Quattrocchi and Steve Strickland

Contact:

Phone: (949) 506 - 1007
Email: AQ@augiesquest.org
Web: www.augiesquest.org

See Ad on **Page #9**.

Health, Wellness and Lifestyle Services:



Health, Wellness and Lifestyle Services (HWLS) specializes in health club ownership and operational consulting.

In addition to our consulting services, HWLS is at the forefront of providing medical wellness services and biohacking solutions for commercial clubs. We recognize the tremendous opportunities in health promotion and guide our clients in delivering these services safely and effectively, all while maximizing profitability. Let HWLS show you how to implement and promote these services so you can take advantage of this emerging new profit center.

With our multi-faceted approach, we are dedicated to helping health clubs



thrive. With our wealth of experience, we are experts in driving profitability by optimizing revenue and implementing smart expense control management strategies. Our focus is always on delivering bottom line results and maintaining a strong cash flow.

We understand that attracting, hiring, and motivating top talent can be a game changer for any organization. We have a proven people approach and system for talent optimization.

Contact:

Frank Guengerich
Phone: (888) 415 - 8140
Email: frank@hwlservices.com
Web: www.hwlservices.com

See Ad on **Page #13**.

IHRSA:



It's time to get ready for the **2024 IHRSA Convention & Trade Show**, a long-standing fitness industry event for health club and studio operators offering top-notch presenters, including industry legend **Mark Mastrov**, networking events, and a large trade show.

IHRSA 2024 is open for registrations as it heads to Los Angeles, March 6 - 8, 2024.

After the success of IHRSA 2023, it's safe to say you better start booking your hotel room now, especially because Mastrov is booked as one of the keynoters. Mastrov, principal at *New Evolution Fitness Company*, founded *24 Hour Fitness*,

UFC Gyms and *Crunch 2.0*. He will share entrepreneurial insights, thoughts about the health of the industry and opportunities you should grab to make your business the most successful brand in your market.

The other two keynoters promise to be equally impressive:

Mariana Atencio, award-winning journalist and best-selling author of *"Perfectly You: Embracing the Power of Being Real,"* will open your mind about how to get what you want in life by being your authentic self. *ABC Fitness* is sponsoring Mariana's keynote.

Will Guidara - Pulling from his experience as a restaurateur, Will Guidara, best-selling author of *"Unreasonable Hospitality,"* will focus on how to cultivate a thriving environment to ensure you deliver beyond expectations for your members. His presentation is sponsored by *Matrix Fitness*.

"We can't wait for what is shaping up to be one of our best lineups of keynoters and speakers in years," said *IHRSA President & CEO, Liz Clark*. "And, we're seeing a lot of our industry partners already booking their space in the trade show for what we're sure will offer fitness industry professionals plenty of opportunities to see new innovations in products and services."

IHRSA anticipates more than 8,000 attendees, 350 exhibitors and more than 150 presenters sharing actionable takeaways on topics of highest importance to health club and studio leaders and their staff.

Education sessions occur March 6 - 8, and the trade show occurs March 7 - 8.

In partnership with *Boutique Fitness Solutions*, IHRSA 2024 includes a studio summit addressing concerns specific to leaders of this industry segment.

In addition, multiple networking events, including the welcome reception, Planet IHRSA reception and the closing reception, will occur as will forums for Australia, Canada, Europe and Latin America.

The early bird deadline ends on November 17, so book now.

To Register: ihrsa.org/convention
Hotels: hub.ihrsa.org/ihrsa-2024-travel
To Exhibit or Sponsor: hub.ihrsa.org/ihrsa-2024-exhibitors-sponsors

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JLR Associates:

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solutions to meet your recruitment needs, we recently expanded our team by adding seven new *Recruiter Specialists*. These professionals have a wealth of knowledge and expertise in specialized areas such as aquatics, gymnastics, group exercise, fitness sales, marketing, personal training and boutique studios. They are highly skilled and experienced individuals who excel in their respective fields. With their diligent focus and dedication, they are well-equipped to provide the exceptional service that your search deserves, and each recruiter possesses a deep and skillful understanding of the industry segments they serve, bringing targeted expertise, an extensive candidate network and an understanding of industry intricacies to the recruitment process. This ultimately leads to more effective and successful hires for you, our client!

Our Mission is to build lasting and mutually beneficial relationships with both clients and candidates while staying true to our core values. We are committed to serving as trusted partners to our clients and gaining maximum results by finding top-performing talent that fits your culture and will make a positive and lasting impact on your organization. Through these strategic changes, we aim to elevate our partnership within the fitness and wellness industry and our goal is to ensure that we continue providing you with exceptional service and remain a reliable partner for your recruiting needs.

Whether you have questions or need assistance with a search, we are only a message away. Feel free to reach out to any of our recruiters, and they will be happy to schedule a call with you at your convenience. Your satisfaction is our priority, and we look forward to hearing from you!

Contact:

Dennie Noecker, *President of JLR Associates*: (609) 430 - 8455 | dennie@jlrassoc.com

Jeff Randall, *Founder of JLR Associates*: (617) 823 - 9020



Dennie Noecker

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See Ad on **Page #7**.

Sports and Fitness Insurance:



A Family-Owned Industry Leader For Almost 40 Years

In 1985, **Glynn Simpson** founded *Sports & Fitness Insurance* to market property and casualty insurance to an emerging fitness industry. The company has now grown from a one-person shop to a team of underwriters helping to place insurance for the industry. Still a family-owned business today, Sports & Fitness has a long-standing partnership with *Liberty Mutual Insurance* as their program administrator for the fitness market. Providing insurance in all 50 States, Sports & Fitness is able to help place general liability, property, workers compensation, umbrella, business auto, professional liability, bonds and so much more.

As an industry leader for almost 40 years, Sports & Fitness Insurance has learned to grow with the industry and expand its specialized insurance coverage into the area of youth and adult sports training as well as adapt to COVID-19 by offering coverage for online training

and classes. Providing Admitted and A Rated coverage through Liberty Mutual Insurance allows Sports & Fitness to offer its customers the best coverage and claims administration available.

Contact Sports & Fitness today to get a competitive quote that stands out from the rest!

Contact:

Kim Tucker, *Trainer & Instructor Department Underwriting*

Phone: (601) 898 - 8464, EXT 2262

Email: ktucker@sportsfitness.com

Tiffany Moulds, *New Business Club & Studio Underwriting*

Phone: (601) 898 - 8464, EXT 2252

Email: tmoulds@sportsfitness.com

Ron Wooten, *New Business Sports & Recreation Underwriting*

Phone: (601) 898 - 8464, EXT 2229

Email: ron@sportsfitness.com

Web: www.sportsfitness.com

See Ad on **Page #13**.

The Transformation Diet Lifestyle Program:

A majority of people join fitness clubs for the express purpose of losing excess body fat. Most fitness clubs, however, do not offer a structured, nutritionally-sound fat-loss program. This is a key service that is needed and should be provided to this substantial group of customers. In addition, it is an untapped source of new revenue that can improve the financial operation of each fitness club.

In a newly published book, *The Transformation Diet Lifestyle Program*, fitness/conditioning expert **John Robert Cardillo**, presents a refreshing strategy for fat loss. Unlike most diet book authors, Cardillo does a deep dive into the biochemical effects of the foods we eat that

cause fat gain. He examines the hormonal connection responsible for fat storage. Cardillo's revolutionary program is based on the science of metabolism. He meticulously reviews science-based studies regarding the interplay of the seven major hormones that control hunger. The eating cycle Cardillo prescribes is conducive to fat loss by stimulating the secretion of hormones that trigger our bodies to use stored fat for energy.

With more than 60% of North Americans being overweight, and obesity rates at 27% in Canada and over 40% in the US., *The Transformation Diet Lifestyle Program* is timely and badly needed. During his 30-year career, while operating 50+ fitness clubs, Cardillo used his diet program to help thousands of members lose weight, improve their health and transform their physiques. His book features case studies of clients who have achieved extraordinary fat-loss results following this program.

Cardillo is now making his program available to fitness clubs and fitness professionals who take part in *The Transformation Diet Certification Program*. After certification, they will have the knowledge and step-by-step program books to offer this vital service to their members.

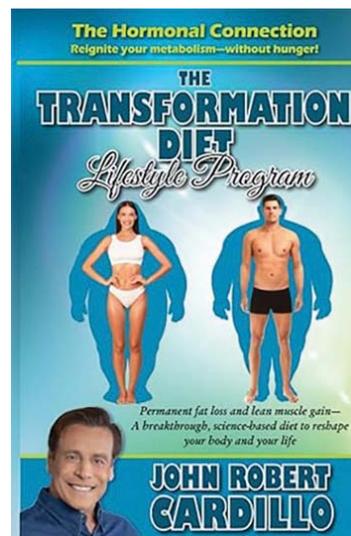
The Certification Program features:

- How to determine an individual's body type, percentage of body fat and the amount of pounds of fat reduction required;
- How to formulate a timeline in which the individual will achieve the desired fat loss;
- How to formulate a daily calorie and macronutrient program based on body type and body fat-loss goal;
- How to lose body fat without the feeling of being on a diet or food deprivation;
- How the interplay of hormones affects hunger, weight gain and weight loss;
- How to control hunger hormones in order to lose 2 - 3 pounds per week (up to 100 pounds the first year);
- The science and benefits of fasting for fat loss;
- How to control glucose levels, avoid insulin resistance and Type 2 diabetes;
- And, much more.

Adding this program to your club's list of services will help your members and/or clients lose unwanted body fat and add a new revenue source to your business. It's a win-win situation for you and your members by helping them achieve their fat-loss goals and transform their physiques.

To learn how you can become a *Transformation Diet Certified Fitness Club or Consultant*, email us at: certification@transformationdiet.com.

To order the book, go to: bit.ly/transformation-mastery.



(See *Club Insider Sponsors* Page 15)

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Directory Tier Sponsors

Business Finance Depot:



Health Club Experts dba Business Finance Depot specializes in providing financing for new and existing fitness centers. We have identified and provide all possible methods of business financing, which include equipment financing, SBA loans, the ROBS program and commercial and personal loans.

Our company also specializes in providing financing for many franchise brands, including *Work Out Anytime*, *HOTWORX*, *Fitness 1440*, *CKO Kickboxing*, *Athletic Republic*, *F45* and *The Camp Transformation Center*.

When beginning to work with clients, we first identify the dollar amount needed and the use of the funds. The common use of funds typically includes fitness equipment such as treadmills and non-fitness equipment such as computer equipment. This equipment can typically be financed using an equipment lease. Financing equipment will normally require a down payment of no more than 20%, and the repayment term will be no more than five years. The collateral for this transaction is the equipment being financed.

When creating a new location is included, the use of funds includes security deposits to landlords or deposits to purchase the real estate; construction, franchise fees (if any) and working capital. When financing is needed for these uses, SBA loans are the most common method for financing. Since SBA loans have a 70% loan guarantee from the SBA, lenders are typically more aggressive to approve applications. The minimum deposit for SBA loans is 10% and typically range up to 25%. If real estate is being purchased, the repayment term is 25 years, and if the location is being leased, the repayment term is 10 years.

Our company works with companies that specialize in using money from retirement accounts from previous employers known as the ROBS program. By accessing money from retirement accounts to self-fund or partially fund your business, you avoid paying an early withdrawal penalty and paying taxes on the money since you are selling stocks and purchasing stock in your new company.

Finally, our company works with companies that offer commercial and personal loans, borrowing money and using stock as collateral without selling the stock, short term loans and merchant cash advances. In conclusion, our company has identified a wide variety of methods for

business financing.

Contact:

Paul Bosley

Email: paul@businessfinancedepot.com

Web: www.businessfinancedepot.com

Fitness Premier 24/7



Fitness Premier, a place that's not just about lifting weights or breaking a sweat, it's about becoming the best version of yourself! We focus on community and teamwork, growth, support and some pretty top-notch restorative amenities.

Ever heard of a gym that feels like home? Well, that's Fitness Premier. We pride ourselves in being a community and creating a sense of comradery. It's all about lifting each other up and celebrating every small victory along the way. Our trainers and fellow members create an atmosphere that's supportive and will inspire you to push past your limits to be your best self.

At Fitness Premier, we believe that growth isn't just for our members; it's for our staff too. We invest in our team and help support them to hone their skills to create memorable experiences for our members. We're committed to fostering a team of fitness professionals who are passionate about personal development. From training programs to leadership development, we provide our staff with all the tools they need to grow and advance.

Behind the scenes, Fitness Premier has a team ready to provide support and make sure things are handled seamlessly. They're the unsung heroes who ensure everything runs smoothly, from membership management to answering questions in a timely manner. We understand that everyone is busy, and dealing with administrative tasks can be very time consuming. That's why we've assembled a team of professionals who handle all the backend work, so you can focus on what matters most, your Fitness Premier.

Ever dreamed of owning your own fitness facility? Well, Fitness Premier is here to help you make that dream a reality. As a franchise owner, you'll get access to a proven business model, extensive training and ongoing support that's rock solid. You'll be a part of a network of fitness enthusiasts who share your passion for wellness.

If you're not quite ready to take the plunge into franchise ownership but still want to be part of the fitness revolution, our operating partner positions might be the perfect fit for you. We're always looking for leaders with a passion for fitness, a commitment to excellence, and

a knack for teamwork. You'll work closely with our franchise owners to ensure that every Fitness Premier club operates at the highest level of quality and service.

Interested in joining the Fitness Premier League? Whether you're interested in franchise opportunities or operating partner positions, Fitness Premier offers a world of possibilities. Visit our website for additional information: www.fitnesspremierclubs.com.

TG - The Gym:



The Gym is a cut the fat, NO FLUFF, culture driven concept established in 1985. The Gym is among the fastest-growing fitness brands in the United States! Currently, The Gym has nine locations. Our foundation is focused on three basic principles: *Mental Health*, *Physical Health* and the idea that everyone has *Freedom of Choice*. We believe and advocate these principles to improve the lives of the people we serve. We have stood with these principals since Day One. At The Gym, we believe the best way to achieve mental and physical health is through the freedom of choice and a gym culture that is driven by YOU!

The History: The TG brand is different; we are woven into the DNA of American bodybuilding. Our history takes us back to a time when gyms weren't ruled by Investment Bankers, and life revolved around the weight room!

The Movement: Our members and brand partners are the secret sauce that bond our communities together! with over 40 years of experience in the fitness industry, we know what it takes to WIN and WIN BIG!

The Promise: We are ambassadors of freedom. We believe in maintaining the power of choice for our brand partners. With that being said, we used the *United States Constitution* as template for Freedom within your business.

The Bi-Product: With Culture comes Community, with community comes Connection, with connection comes Influence. You will become the centerpiece for your community, and with that, the flood gates of opportunity will open!

The 1st Step: Get off the couch and come visit a TG to see what all the Hype is about! It is something you truly need to experience.

You won't be let down, GUARANTEED!

The Market: Our Model is so unique, every community deserves a TG. The world is your playground!

The Empire: In business for yourself but not by yourself. Over 40 years in the making, we have the sauce that will make you and your business the staple of influence within your community!

Contact:

Web: www.the-gym.com

We want to once again thank these excellent companies for continuing their sponsorship with *Club Insider* during our transformative times. Without them, we would not be in front of you today. For that, we are humbled and forever thankful.

If you'd like to join this great team of companies, I welcome you to review the following *Sponsorship Tiers*:

Directory Tier: Company Logo is included on every page of our website and in every eblast. When that logo is clicked, it directs users to an Advertiser Profile on our website that includes additional company information, contact details and a link to the company's website.

Primary Tier: *Directory Tier Benefits are included plus the following:* Choice of up to a Half Page Ad is included in all versions of *Club Insider Monthly*. Additionally, Square-and Leaderboard-size Web/Email Ads are included in the Sidebar and Content Areas of our website on a rotating basis with others in the Primary Tier. Finally, the Leaderboard-size Web Ad is included in all Weekly and Monthly eBlasts (totaling 4 - 6 per month, up to 64 per year). All Web/Email Ads will link directly to the company's website.

Premium Tier: *Directory and Primary Tier Benefits are included with the following modifications:* The Half Page Ad becomes a prominently positioned Full Page Ad in all versions of *Club Insider Monthly*. Additionally, all Web/Email Ads will be denoted as Premium and contained within their own more prominent sections on the website and eBlasts in which they reside.

All Tiers: We introduce all Advertisers in *Norm's Notes* and provide Editorial Support as requested. Company Name, Tier Level, Page Location and Website Address appears in the Ad Directory.

To learn more about digitally advertising with *Club Insider* and for our new pricing, please contact me at Justin@clubinsideronline.com.

(Justin Cates is the Publisher of Club Insider.)

The Power of a Gym Owner's Intent:

Unlocking the Key to Gym Millionaire Success

By: **Jim Thomas**

In the ever-evolving fitness industry, the journey from a struggling gym owner to a gym millionaire can seem like an insurmountable feat. While there are various factors that contribute to success, there is one underlying principle that separates the wheat from the chaff: *The power of a gym owner's intent*. In this article, we will delve into the core concept that distinguishes the two and explore how it can be harnessed for transformative results.

The Gym Business Landscape: The gym industry has undergone a remarkable transformation over the years. From small, neighborhood workout spaces to sprawling fitness empires, it has become a dynamic and competitive arena. Yet, despite the opportunities that exist, many gym owners continue to struggle to make their mark. So, what sets gym millionaires apart from the rest? The answer lies in their unwavering intent.

Understanding Intent: Intent, in the context of gym ownership, goes beyond merely having a business plan or setting financial goals. It embodies a deep-rooted commitment and a burning desire to make

a lasting impact on people's lives through fitness. It's about a genuine passion for health and wellness that permeates every aspect of the business.

The Gym Millionaire's Intent:

1. A Purpose-Driven Vision: Gym millionaires have a clear and compelling vision for their gym that extends far beyond profit margins. Their intent centers on improving the wellbeing of their community. They are driven by the desire to help individuals lead healthier, happier lives.

2. Member-Centric Approach: Successful gym owners understand that their members are at the heart of their business. Their intent is to create an environment where members feel valued, supported and motivated to achieve their fitness goals. It's not just about selling memberships; it's about fostering a sense of belonging.

3. Continuous Learning and Innovation: Gym millionaires are lifelong learners. They have a relentless intent to stay at the forefront of fitness trends, technology and customer service. They innovate and adapt, always striving to provide the best possible experience for their members.

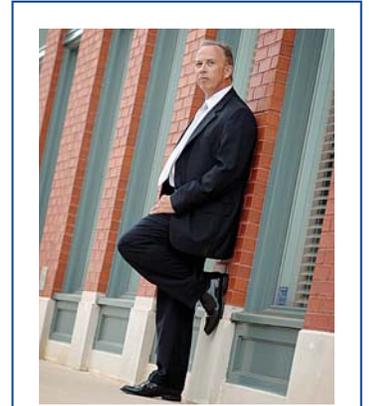
4. Resilience and Tenacity: The road to success in the gym business is often riddled with challenges. Gym millionaires possess the unwavering intent to persevere. They view setbacks as opportunities to grow and improve, rather than as roadblocks.

5. Community Engagement: Gym millionaires are deeply embedded in their local communities. Their intent extends beyond the four walls of the gym; they actively engage in community events, sponsorships, and partnerships to strengthen their ties with their target audience.

The Struggling Gym Owner's Pitfall: On the flip side, struggling gym owners often lack this profound intent. They may be solely focused on revenue, cut corners on member services or fail to adapt to changing market dynamics. Without a clear intent to serve their members and community, their businesses often suffer.

Harnessing the Power of Intent: So, how can gym owners harness the power of intent to transition from struggle to success?

1. Soul-Searching: Reflect on why you started your gym in the first place.



Jim Thomas

Rediscover your passion for fitness and helping others achieve their goals.

2. Define Your Vision: Develop a clear, purpose-driven vision for your gym that transcends financial gains.

3. Member-Centric Approach: Put your members first. Listen to their needs, provide exceptional service and create a welcoming atmosphere.

(See **Jim Thomas** Page 17)

Are You Truly Having Inclusive Conversations?

By: **Chris Stevenson**

"Inclusive Conversations" by **Mary Frances Winter** is a book that serendipitously caught my eye at a bookstore, and rightfully so. In today's rapidly evolving world, conversations surrounding inclusivity, diversity and understanding are more crucial than ever. Winter's skillful use of examples that vividly illustrate her points, putting complex concepts into clear perspective, sets this book apart. This particular feature enhances the book's effectiveness in driving home the importance of inclusive conversations and actions. Winter's insightful exploration of these subjects makes this book a must-read for anyone seeking to navigate the complexities of our diverse society. Here are some of my key takeaways:

Empathetic Listening - Winter emphasizes the importance of active and empathetic listening, highlighting how this foundational skill forms the bedrock of meaningful connections and enables us to truly grasp the experiences and viewpoints of others.

The Power of Language - The book delves into the impact of language on inclusivity, offering concrete strategies for using words that not only convey respect but also foster a sense of belonging, creating an environment where everyone's voice is heard and valued.

Unpacking Privilege - Winter adeptly addresses the concept of privilege and encourages its readers to reflect on their own privileges, illustrating how this self-awareness serves as a catalyst for dismantling systemic barriers and creating a fairer, more inclusive society for all.

Addressing Microaggressions - The book provides valuable insights into recognizing and addressing microaggressions --those subtle, often unintentional acts that can marginalize individuals-- and offers practical steps to courageously confront and rectify these situations, leading to more respectful and inclusive interactions.

Building Inclusive Spaces - Winter advocates for creating environments where everyone feels welcome and valued, whether

in the workplace or personal relationships. Her practical advice serves as a blueprint for cultivating inclusivity, resulting in spaces that not only acknowledge diversity but celebrate it, fostering a stronger, more harmonious society.



"Inclusive Conversations" is a powerful guide to navigating the complex landscape of diversity and inclusion. Mary Frances Winter's wisdom and practical advice offer a roadmap for fostering understanding and connection in a world that desperately needs it. I wholeheartedly recommend this book to anyone seeking to build a more inclusive, empathetic and harmonious society. It's a transformative read that will undoubtedly leave a lasting impact.

(Chris Stevenson, former Power Ranger stuntman, is the Founder of The Empower Group, a full-service consulting firm with services ranging from staff training, workshops, full facility management and more. Stevenson has over 20 years of



Chris Stevenson

experience in many aspects of the health and fitness industry. In addition, he is an international speaker who regularly presents at IHRSA, Athletic Business, Club Industry and many other fitness and business events. From health and wellness to business strategies. Chris can be reached by phone at 818-519-6038 or email at chris@stevensonempowers.com.)

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Is Group Fitness Driving Your Business or Driving You Crazy?

By: **Jeffrey Pinkerton**

Group fitness should be driving your reputation, driving your guest traffic, driving your web traffic and driving your new member onboarding traffic. If it's driving you mad, driving you crazy or just driving you to wonder if things could be better, you've parked in the right place. While I am certainly no car mechanic, these analogies for helping you get your group fitness department running at optimal performance are easy to diagnose but tougher to fix. Some are do-it-yourself fixes, and some will need some professional intervention. So, if it feels like your group fitness department is a car running on four flat tires, if it's sputtering out when you try to accelerate or if you're just slightly embarrassed about its outdated appearance due to lack of general upkeep and maintenance, read on.

You Took Your Foot Off the Gas

Like the gas pedal on a car, when you take your focus and energy and effort off of anything (including group fitness), results will decline. Conversely, the more



Jeffrey Pinkerton

you push, the more progress you'll make.

When was the last time you did something exciting for your current members in group fitness? When was the last time you launched a new program? Or, added new instructors to your team? Or, hosted a training at your facility? When was the last time you launched a marketing (See [Jeffrey Pinkerton Page 18](#))

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4. Continuous Learning: Invest in your own education and that of your staff. Stay current with industry trends and innovations.

5. Community Involvement: Engage with your community. Build partnerships and support local events.

Conclusion: The single biggest difference between struggling gym owners and gym millionaires is the power of intent. Gym millionaires are guided by a profound commitment to improving lives through fitness, while struggling owners often fall short of this mark. By embracing intent as the driving force behind your gym business, you can unlock the path to success, making a lasting impact on your members and community. Remember, it's not just about running a gym; it's about creating a fitness legacy that transforms lives.

Fitness Management & Consulting (FMC) plays a pivotal role in translating the power of intent into tangible results for gym owners. FMC experts bring a wealth of industry knowledge, experience and a keen understanding of the gym

business landscape. They work closely with gym owners to align their intent with actionable strategies, offering guidance on member engagement, business operations, marketing and financial management. With FMC by your side, your gym business can harness the full potential of intent, ensuring a successful journey from struggling owner to a gym millionaire, making a profound impact on the health and wellbeing of your community. It's the partnership that can elevate your gym business to new heights.

(An Outsourced CEO and expert witness, Jim Thomas is the Founder and President of Fitness Management USA Inc., a management consulting, turnaround and brokerage firm specializing in the gym and sports industry. With more than 25 years of experience owning, operating and managing clubs of all sizes, Thomas lectures and delivers seminars, webinars and workshops across the globe on the practical skills required to successfully to overcome obscurity, improve sales, build teamwork and market fitness programs and products. In addition, his company will buy gym equipment from gyms liquidating or closing, provide financing or advance funds on receivables. Visit his websites at www.fmconsulting.net or www.youtube.com/gymconsultant.)

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campaign focused on the group fitness experience at your facility? When was the last time you upgraded your equipment? Or, sound system? Or, paint, lights and décor? If you've taken your foot off the gas, my guess is that your group fitness participation is lagging.

Wash Me Please

Speaking of your group fitness room, in 2020 and 2021, a lot of operators super-cleaned and sanitized their group fitness rooms. They updated protocol to make cleaning a top priority. But, having a clean group fitness room is not really a selling point anymore; it's a bare necessity when selling an experience.

Have you ever noticed how much nicer it is to drive a freshly washed car? Nothing else has really changed, except the leaves and dirt have been vacuumed up, the windshield has been Windex'd and the tire-shine has helped bring the color back to life. Also, why is a new car air freshener so nice even in an older car? If your room

is dirty or dingy or dated, participation will decline.

The Blinker Just Blinks, That's It

When I was teaching one of my sons to drive, we were sitting in a parking lot going through all of the various components of the car. He's now a software engineer, so knowing how everything works and works together was a must. As I explained to him the blinker, he confidently said, "Got it. I push that down and the car turns to the left." "Wait?! What?! No." I went on to explain that the blinker is just one small part of the process: he'd need to turn on the blinker, turn the wheel and accelerate through the turn. He was shocked that all the blinker did was flash a light to let people know that you're planning to turn.

How do you market group fitness? Your group fitness schedule? A page on your website that mainly includes the schedule? If your primary mode of marketing group fitness is, "Here's our schedule," know this won't move your group fitness department forward or in any new directions. Your group fitness schedule does not sell group fitness. It's just the blinking light to let people know

you're planning to do some group fitness.

Cruise Control Has Everything Under Control

Imagine assuming that once cruise control was set, there was nothing else to be done. Imagine hiring a *Group Fitness Director* (sometimes part-time) and expecting that group fitness was all good... nothing else to be done.

Is your Group Fitness Director in charge of *everything*? The team, the experience, the marketing, the spaces and the member onboarding? In other words, is she or he responsible for the things we know a Group Fitness Director needs to oversee to ensure a great experience: program design, program innovation, instructor recruitment, new instructor training, instructor mentoring, on-going education, quality-control of the workouts, managing the schedule, coordinating subs, handling members' questions and concerns... AND all of the other things that drive group fitness participation: your website, marketing, social media and special events?

Hiring a great Group Fitness

Director, even full-time, doesn't mean your group fitness will cruise to new heights. You, your sales team, your club managers, your marketing team, your maintenance team... all need to be riding shotgun, all eyes on the road for navigating, steering, refueling and not just routine maintenance but routine upgrades.



If you are interested in learning more about the routine maintenance you should be performing on your group fitness department (team inventory, schedule analysis, social media review, marketing and member onboarding integration), schedule some time to talk with us. We can give you some advice on how to diagnose current challenges, tune-up your current offerings and help you get your group fitness department firing on all cylinders.

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

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