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NEWS

The Pulse of the Health, Racquet & Sports Club Business

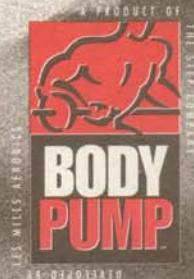
OCTOBER 1997
VOLUME IV NUMBER 10



Larry Gurney Honored By AAU & American Body Building

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NEWS

The Pulse of the Health, Racquet & Sports Club Business

Town Sports International, Inc. Seeks \$75 Million!

New York, N.Y. - The *Wall Street Journal* reported that New York-based Town Sports International, a health, racquet and sportsclub company with 40 locations, is seeking to raise \$75 million through notes due in 2004. The funds corporate offering would be placed under Rule 144a via BT Alex.Brown.

Contacted while on a tour of Town Sports International locations, TSI CEO Mark Smith commented, "I am not at liberty to comment any further than to confirm the information. Next Monday, October 14th I will be able to do so because the transaction should be completed then.

When asked if the acquisition of \$75 million would

cause his organization to become heavily involved in rapid acquisitions, Smith replied, "Well, if we don't get aggressively into acquisitions, we will have a whole lot of money sitting idly in the bank!"

The **CLUB INSIDER** News will report further details as they become available. Stay tuned!

Sport & Health Announces Aggressive Growth Plan

McLean, VA. - The Sport & Health Company of McLean, Virginia has announced an aggressive plan of acquisitions and new expansion that will make it one of the ten largest health/athletic club companies in the U.S.

Sport & Health owns or operates 16 commercial athletic clubs in the metro Washington, D.C. area. The Company was founded

in 1973 by four Washington-area businessmen who continue to be active in the ownership of the business. By the end of 1996, Sport & Health had grown to its current number of locations with annual revenues of over \$27 million and more than 31,000 dues paying members.

On October 7th, Donald W. Konz, CEO of Sport & Health, announced the acquisition of the

Tysons Club of Health and Fitness (formerly the Sporting Club). This property includes a state-of-the-art full service athletic facility of over 80,000 square feet in the heart of Tysons Corner, Virginia. The club has over 3,000 members. The Company has also announced plans to acquire another locally-owned four club chain in November that will add (See *Sport & Health* page 10)

Larry Gurney Honored by AAU and American Body Building

By Norm Cates, Jr.

Think of the people that have motivated you in your life to excel in reaching your goals. They are people you will never forget. People that thrive on helping others

achieve their dreams. People that when they leave this earth will never be forgotten. There are not a lot of people that can lay claim to those credentials. But, Larry Gurney is one of them.

Both the Amateur Athletic Union and the American Body Building Committee re-

cently decided to honor Larry Gurney for his achievements in life. The A.A.U. is the oldest and largest amateur athletic organization in the world. The A.A.U. honored Gurney with their esteemed Spirit of Life Award. The American Body Building Committee selected Gurney to become a member of the American Body Building Hall of Fame, a select group of people like Jack LaLanne, Ray Wilson and Bob DelMonteque.

Larry Gurney, age 36, is being widely acclaimed as an amazingly dynamic motivator and leader in the health club industry. Mark Mastrov, the CEO and President of 24 Hour Fitness, describes Larry like this. "Larry Gurney is truly one of the great-

Healthworks Loses In Summary Judgment

Boston, MA. - On Friday, October 3rd, Judge Nonnie S. Burns of the Massachusetts Superior Court, ruled against Healthworks Back Bay and for Attorney James Foster in his pursuit to join Healthworks and convert the upscale women-only club to a co-ed facility. Judge Burns ruled that according to Massachusetts Law (G.L.

C272,92A Public Accommodation Statute) that "since the customers of Healthworks have no privacy right to be protected, the Court is not required, indeed cannot, consider whether Healthworks policy (to exclude males) is reasonable." Judge Burns concluded that "there is no legitimate privacy interest to be recognized or protected which would excuse the discriminatory (See *Healthworks* page 8)

Jason Conviser Joins Bally Total Fitness

By Norm Cates, Jr.

Lee Hillman, the CEO and President of Bally Total Fitness, the nation's largest health club chain, has hired Jason Conviser, Ph.D. as Vice President of Clinical Services.

Jason Conviser is a 17-year veteran of the healthcare/health club business and one that has established a sound reputa-

tion for his work. He is the President of JMC & Associates, Inc. Conviser's specialty is connecting health clubs with healthcare institutions. He is a popular speaker and authority on the subject. In fact, at the 1997 IHRSA Convention in San Francisco, Conviser gave two presentations and both were rated by convention attendees in the Top 20.

His topics were: "The Anatomy of a Club/Hospital Relationship", and "Developing Profitable Healthcare (See *Conviser* page 13)

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productivity with the gym where he was employed as a part-time worker. In 18 months he was promoted to General Manager.

Shortly after his appointment as G.M., he graduated with a B.A. in Communications and Business and decided to pursue employment for a Fortune 500 Company. He had yet to realize the potential for personal growth and career advancement that existed in the health club industry. After countless interviews and job offers from Fortune 500 companies, he began to doubt that what he was looking for was available to him in the big corporate world. It was then that he decided to go back to work for a health club, on a temporary basis, while he continued that search for (See *Gurney* page 6)

THE INSIDER SPEAKS

• EDITORIALS • "INSIDER MAIL" • COMMENTS •

Conventions & Trade Shows Present Great Learning Opportunities

By Norm Cates, Jr.

In this edition we have reports on several key upcoming industry Conventions and Trade Shows. The three major conventions we are going to tell you about are: CLUB INDUSTRY, IHRSA/Athletic Business and IHRSA '98.

Before writing this article, I was thinking of ideas that might help me get across what I believe is a very important message for all club owners, managers and staff. That message is this. None of us know it all in this business. All of us are learning or should be learning more about the industry each day we are in it.

Think of this. Each of us are pioneers in an industry that is truly in its infancy when compared to other industries. Consider, for example, the hotel industry. How old is that business? Maybe 2,000 years old or more? Or, how about the restaurant business? How old is that? Who knows! These industries have been evolving and changing with the ages and still, to this day, are in a state of evolution and change. Do the people in those industries know it all? I think not.

My point is this. Our in-

dustry is a mere baby when compared to many others. Only 60 years old, the health, racquet and sportsclub industry is evolving and changing rapidly in front of our very eyes. This change is being brought about by many factors.

But, in my opinion, education of consumers everywhere about the value of regular exercise is the single-most significant driving force. So, as the consumers of health, racquet and sportsclub products become more and more aware of the things they need, and yes, things they want, club professionals need to work hard to stay on top of this business. If you don't, you will find yourself behind the eight ball real fast.

I think back to my days in the late 60's and early 70's, before I ever got into the club business. I played football in college on a full scholarship. While in college, I went through the U.S. Air Force R.O.T.C. program because my end goal was to become a commercial airline pilot. (Which I later did.) Upon graduation from college in 1968, during the peak of the Viet Nam War, I went to the U.S. Air Force 53-week Undergraduate Pilot Training School and earned my Air Force Wings. Fortunately, I finished pilot training

high enough in my class to be able to select a job as a jet instructor pilot in the same UPT school from which I had graduated, instead of flying over the skies of Viet Nam.

For four and one half years, I taught fresh college graduates (most of whom had little, if any flying time) how to fly fighter-type jet aircraft. We taught them how to take off and land. We taught them how to fly formation. We taught them how to fly on instruments in the weather, taking off and landing, never seeing the ground until they were on it. Through this excellent teaching experience in one of the world's most sophisticated teaching environments, the U.S. Air Force Undergraduate Pilot Training School, I truly learned about the learning process.

Some club operators have yet to learn about learning. They get up every day and do the same things with their business over and over. And, because that business is often a seven-day-a-week effort, year in and year out, they become sort of lost in a sea of mediocrity. They don't 'look outside the box' for new ways to do things and for new ideas about how to succeed. And, they are the ones that will, sooner or later, end up behind the eight ball when it comes to their club's ability to compete. When we were teaching young guys how to fly jets, we also taught them that their flight training was just the beginning of their learning process. We taught them that the way to continue their learning about flying was to apply what we had taught them and go do it, but to always study and keep up with all safety procedures and flying regulations that were constantly changing. And, we taught them that if and when they ever got the notion that 'I know everything' - that was the very time that they had the best chance to crash and burn.

The same thing applies to club operators. When you become satisfied with the status quo of your business and complacent with your results, that is the time

you will be most vulnerable to business losses because you will infect your people with that same attitude. Remember, complacency and satisfaction are tantamount to having an engine on fire while flying a jet. If you don't put it out and fast, you are fixin' to crash and burn! Fortunately, in a jet, there are indicators which include red lights and loud alarms which will warn you that your engine is on fire. In the club business, your fire warning indicators are much more subtle and you may not even know you have a problem unless you know what the indicators and warning signals are. You need to look inside yourself and ask yourself if your engine is on fire and if you are fixin' to crash and burn! A great way to do that is through the learning available at club conventions and conferences.

Now that I have once again mounted my 'soap box' folks, I am here to tell you. LEARNING AND INTELLECTUAL RE-NEWAL IS THE KEY TO YOUR FUTURE!

I don't care how long you have been in the club business or how many clubs you own or how good or bad your business is doing..... YOU CAN STILL LEARN AND IMPROVE MORE!

Thankfully, there are resources immediately available to all of you that will help you with your learning and intellectual renewal. Publications like The CLUB INSIDER News, CBI MAGAZINE, CLUB INDUSTRY MAGAZINE, FITNESS MANAGEMENT MAGAZINE, ATHLETIC BUSINESS MAGAZINE and CLUB SUCCESS should be part of your bank of learning tools. Memberships in Associations like IHRSA will help you more than you can imagine. Live learning opportunities such as the November CLUB INDUSTRY Conference and Trade Show, IHRSA/Athletic Business and Trade Show and the March, '98 - IHRSA Convention and Trade Show. These are just some of the great club industry educational opportunities that are available.

Finally, there are the teachers in our industry that can

help you grow in your career. These three upcoming Conventions and Trade Shows will offer a vast array of educational seminars, roundtables, and workshops to address all areas of your business. These educational offerings are taught by the greatest experts in the world today. Many of the presenters are day-to-day club operators as well. And, some are full-time consultants who have vast ownership and club operational experience in their backgrounds. And, don't forget to attend the Trade Shows. Some of the best experts in our industry are the manufacturers and vendors that will be at the Trade Shows. They are veteran club people who have a lot more to say than to just tell you about their newest product. They can listen to your challenges and help you

find new ways of doing things. Each Trade Show offers incredibly valuable time and resources for club owners and managers that simply can't be duplicated just by receiving mail or videos from the vendors. You need to plan to attend EVERY SINGLE HOUR of these trade shows because that is what it will take for you to visit with all of the exhibitors and to see what they can do to help you advance your business.

We have provided space to our advertisers in this edition to tell you about their products and services in advance of the conventions. We hope you will visit and talk with them. And, whenever you can, support our advertisers with your capital investments in their equipment, products and services. These advertisers make The CLUB INSIDER News possible every month, so we hope you will support them with your business.

I urge you to study this edition and make plans to attend all of these Conventions and Trade Shows if you can. Yeah, I know..... air travel, hotels, convention registrations, etc. are expensive. But, it is much - much more expensive when you have an ENGINE ON FIRE and don't know what to do!

Norm Cates' THE Club Insider NEWS

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•NORM'S NOTES•

GERRY BOWES and his wife HERTA are the owners of the Westbay Athletic Club in Bradenton, Florida. I was horrified to hear about the tragic accident that my good friend Gerry had on September 27th at his club. Gerry was up above a racquetball court in his club at a height of 25 feet performing some work on the courts when the rafter support he was on gave way. He fell straight down and impacted the court floor hands and face first. The impact caused serious brain damage, damaged his liver and his spleen and smashed both of his arms. He was on the verge of death shortly after the accident and the doctors told Herta that they were not sure if he would make it or not. Immediately after the accident the doctors feared he had lost all use of his arms and legs. But, miraculously, he survived the brain operation and he is conscious. The extent of the brain damage is not known at this time. He has feeling in his arms and legs

and is expected to be able to walk and use his arms in the future. At this writing Gerry has been in intensive care for two weeks. On October 13th he was scheduled to have surgery to repair his two shattered arms. He also has had his spleen removed. Gerry is expected to be in the Blake Hospital in Bradenton for six months to a year. I think it would be terrific if all of us would take a moment to send Gerry a card and wish him well and give him our hope, love and prayers. He is one of us. A nine-year club owner and one of the nicest guys I have personally ever met in the industry. Please take a moment to send him a card or letter, no matter whether you have had the pleasure of knowing him or not. I am sure he will want to hear from you. Send your message to: Gerry Bowes, c/o Blake Medical Center, P. O. Box 25004, Bradenton, Florida, 34206.

Congratulations to the

Finalists in **Club Industry Magazine's Distinguished Business Women's Awards**. Finalists for the Business Woman of the Year are: **LYNNE BRICK**, Owner/President Brick Bodies, Timonium, MD., **SANDY FRANCO**, Owner, Chief Operating Officer, Franco's Athletic Club, Mandeville, LA., and **JILL STEVENS KINNEY**, Owner/President, Club One, San Francisco, CA. Finalist for the Entrepreneur of the Year Award are: **ROBIN DeSIMIO**, President and Co-owner, Optimum Rehabilitation and Fitness, Brenham, TX., **BETH JEFFERS**, Owner The Fitness Factor, Columbus, MS. and **JULIA WHEATLEY**, Owner, Women's Fitness Center, Harrisonburg, Pa. The Finalists for the Industry Enhancement Award are: **TERRY FERESEE ECKMANN**, M.S., Director of Wellness and Community Education, Trinity Wellness Center, Minot, N.D., **JULIE MAIN**, General Manager, Santa Barbara Athletic Club, Santa Barbara, CA., and **M. CAROLINE MARTIN**, Executive Vice President, Riverside Health System, Newport News, VA.



Norm Cates, Jr.

Director, **HOWARD RAVIS** for appearing to give the Marketing Manager, **HERB GREENBAUM** all of the credit for the terrific job all of them do each year when I published a Norm's Note promoting the upcoming Club Industry Conference and Trade Show. Be sure to catch the information on Conventions and Trade Shows in this edition and BE THERE IN CHICAGO November 12 -15th!

the United Kingdom.

I spoke with **RAY WILSON** just before press time and he told me he and his partners, **ERIC LEVINE** and the **First Pacific Davies Corporation**, have signed their second and third leases for two more 31,000 square-foot facilities in Hong Kong. They have begun their pre-sale for #2, located one mile from their first facility opened one year ago this month. The third facility is also located one mile from the second one. The rent on the #2 facility is just \$250,000 per month with the rent on #3 set at \$195,000 per month. (See *Norm's Notes* page 30)

Norm Cates' THE Club Insider NEWS

Seeks Contributing Writers

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ISSA	991	Page 20
Life Fitness	523	Page 32
Powerboard	580	Page 23
Runnin' Cool	1261	Page 28
Sales Makers	1077	Page 9
StairMaster	537	Page 12

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the perfect job.

He took a position with the President and First Lady Health Clubs in Houston and was given menial "gofer" positions to begin with. Gurney admits that during those early days his heart was not really in his job. Not until his supervisor Dell Walmsley pulled him aside and asked him what he wanted to accomplish. Dell spent time going over the financial possibilities that existed and explained how easily they could be achieved by Larry. As a direct result of that counseling Gurney began to comprehend the tremendous power of motivation - how one person could elevate others just by using words to inspire and generate drive to accomplish more. A short 9 months later, Gurney was promoted to General Manager, the fastest promotion to G.M. in the history of the organization. Gurney's clubs were owned by

Donahue Wildman and Roy Zurkowski's Chicago Health and Tennis Club organization. While with the organization, Gurney won a number of sales contests and awards. One such award was a trip to the Super Bowl with Don Wildman. Gurney comments, "Mr. Wildman was a true inspiration to me. He implanted ideas in my mind of who I could be. He taught me the idea that who I would become was up to me."

In 1986, Gurney joined Ray Wilson's Family Fitness Centers in Southern California. He began working with Ray Wilson and developed a strong relationship over the years. Gurney became a favorite pupil of Wilson's. Ray Wilson has high praise for Gurney, "Larry is one of the most dynamic motivational people of all I've met over the years. He can take a group of people and get them so excited and enthused. He has such tremendous enthusiasm himself, it

is just contagious! He is a tremendous motivator. Like Eric Levine, my partner in Hong Kong and Ron Thompson, I consider Larry one of my adopted sons. Larry is a great mentor to a lot of people."

Gurney says of Ray Wilson, "If I had to credit any single person for having the greatest influence on my success to date, it would be Mr. Ray Wilson."

Gurney listened and learned. He started developing his own methods of operation and his own personal style of motivating staff. Gurney recalls vividly one of the many things that Ray told him: "You can be a genius at business and accounting, but if you don't understand what makes people tick, then you'll never go anywhere in this business."

Gurney attributes his success at such a young age to the influence of industry icons Ray Wilson, Donahue Wildman and Bill Hubner. He also credits Bob DelMonteque as having made a great impact on his life. Gurney comments, "Bob DelMonteque, more than anyone else, made me understand that a person's attitude is the most valuable tool they possess. Bob believes that 90% of the results of anything you undertake is attributable to your attitude." Gurney adds, "I have been very fortunate; however, the best is yet to come. The most exciting episode of my career is being played out now as I continue to grow under a person whom I consider the most vital person in the industry today, Mark Mastrov. Mark is a gifted, highly effective leader who is exactly what this industry needs to take us into the next millennium."

Bob DelMonteque is not only one of Larry's mentors, he is Larry's Motivator. Bob comments about Larry, "I predict that Larry will become one of the new icons of the industry. The best is yet to come for him. I predict he will be the next Bill Gates of the fitness business."

Gurney was born in Bridge City, Texas and grew up there. He was a baseball player as a youth. He lives in Moorpark, California with his wife Debra and five children, Rock 11, Randi 9, Callie 7, Trissia 5 and Boomer 3. He enjoys driving his Hummer in the off-road environments of Southern California and when he makes his rounds to the various clubs he supervises.

We spoke with Larry and here is what he had to say:

CLUB INSIDER - "You were recently honored by the A.A.U. when they bestowed their "Spirit of Life" Award on you. Fill me in on the A.A.U."

Gurney - "The A.A.U. was established over 100 years ago and is the oldest amateur sports organization in the world. There are



Mark Mastrov (Left) And Larry Gurney

almost one half million athletes involved with three times that amount as volunteers. The A.A.U. governs dozens of sports from gymnastics to Karate to track and field.

Reverend Bob Neal, the Southern Pacific Chairperson of the A.A.U., commented upon presenting the award to Gurney, "Larry Gurney, represents the epitome of the Spirit of Life Award. He is a champion in his convictions as to what living a healthy life stands for. He exemplifies this both in his professional and private life as well." Gurney, commenting on his honor of receiving the Spirit of Life Award, "During my career I have had many people write me letters of thanks for how I have helped them look at life differently than they had before. I try to help people look at life as a game and that you should always play to win. I believe that everyone can be a winner at life's game if you follow a few basic principles. Receiving this award makes me feel as though I am winning my game and it also motivates me to play harder."

The presentation of the Spirit of Life Award and his induction into the American Body Building Hall of Fame were both accomplished at a gala attended by Gurney's family and friends. Jack O'Bleness, President of the American Body Building Committee, an organization that promotes drug-free body building, comments: "We are pleased to induct Larry Gurney into the American Body Building Hall of Fame.

Your efforts over the years have received wide recognition. We thank you for providing a facility where any family member can train free of the bad elements in our health-oriented movement. Your energy, enthusiasm, and sense of fair play and leadership will add to the success of our health culture and the American

Body Building Committee Drug Free movement. We are proud to have you on our team."

Gurney has earned the respect and admiration not only of his boss, Mark Mastrov and these two great organizations, he has also built a strong bond amongst those with whom he works.

Joseph Castro, a Regional Service Manager for 24 Hour Fitness comments, "He's a natural leader, the kind of gentleman who is extremely dedicated and committed to whatever he says. He has the ability to get you to believe in yourself and your abilities to come out of your comfort zone and to take on challenges without fear of failure."

Mike Reifer, an Assistant Manager under Gurney's supervision adds, "I don't think Larry is aware of how much influence he has on our lives. He has kept me focused and inspired me to become a new, improved version of myself. Who I am today, and where I am headed tomorrow, are a direct result of Mr. Gurney's powerful influence."

Lucy Franklin, a General Manager for Gurney says, "Larry Gurney has the mind set of a world class athlete — an intensity level that makes him perform feats of magic. He instills in us the desire to put out that little bit more effort that makes the difference between success and mediocrity."

Gurney has for several years been expanding his influence through guest speaking and writing.

His greatest speaking accomplishments happen monthly when he conducts the first of the month kick off meeting for his organization. One of those meetings is described by Lucy Franklin, GM, 24 Hour Fitness.

Lucy Franklin: "As you walk into the banquet room, the same way you do the beginning of every month, month in and month

(See Gurney page 7)

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Club Industry Conference And Trade Show

The CLUB INDUSTRY Conference and Trade Show will be held in Chicago, November 12-15th.

It is not too late to make plans to attend. First, make the call. To register for the CLUB INDUSTRY Conference and Trade Show call: (800) 541-7706 Ext.3.

Next, you may need

...Gurney

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out, you can see the same excitement that is always there. There are hundreds of men and women in purple and black uniforms talking shop: sales counselors, club coordinators, assistant managers, managers, district coordinators, district managers — all waiting for the man of the hour to appear."

"Then Larry Gurney walks into the room. His positive feel-good attitude is polished by his muscular 6'1" stature. He is a handsome man with dark brown curly hair framing his face that is always in motion. He stops for a moment and looks at the audience. His inquisitive eyes move about the room, focusing first on the nervous smile from the young rookie sales counselor from Bakersfield. Next his eyes shift towards a district manager... then on to shine briefly on his current top producing club manager... then rebound to acknowledge an up and coming assistant manager.... then a wave to a new counselor. It happens every month. A smile. A nod. An acknowledgement. In less than sixty seconds, Larry Gurney, Vice President, 24 Hour Fitness, has once again bonded with his people. "What is Larry Gurney really like?" the young rookie sales counselor asks in anticipation. He is answered by Greg Musterman, District Manager: "Larry is creative, innovative, and inspiring. He's the master painter of pictures with a work ethic like the Energizer bunny; he keeps going and going and going. Prepare to be inspired. I have been listening to Larry for years, and the more I listen, the more I learn."

Larry Gurney has spoken before various civic groups and he is a member of the Greater Los Angeles Press Club. He also is in the process of writing a book on recipes for success. He comments, "I have been writing motivational and sales articles for several years now. My first book is almost completed. I am actually writing a cookbook for success. I believe there are recipes for success and that with the right ingredients, anyone can achieve success. I've experimented with many different ingredients over the past 15 years and I hope to share what I have learned with those who are hungry for success."

Larry Gurney, at age 36, has accomplished a great deal. But, something tells me that he is just getting warmed up. Congratulations to Larry Gurney on his recent honors.

(Norm Cates, Jr. is the Publisher and Editor of The CLUB INSIDER News, a 20+ year club veteran and was the 1st President of IHRSA and a Co-Founder of the Association in 1980/81.)

Publisher's Note: Special thanks to Lucy Franklin and Linda Harrison for their research assistance.

transportation and a place to stay while at the meetings. For Chicago, the destination hotel is the Palmer House Hilton, but it is booked up for those days. Instead call The Exxx Inn on Grant Park (800) 621-6909 and be sure to mention Club Industry. If you can't get through because the Exxx Line line is always busy, try the Midland Hotel, (312) 332-1200

For discounted airline information to Chicago, call: United Airlines Meeting Plus at (800) 521-4041 and mention your Meeting Plus ID number 517Gk.

SCHEDULE OF EVENTS

Wednesday, November 12th -
8 am to 5 pm - Registration
9 am to 5 pm - Sessions
6 pm to 7:30 pm -
Welcome Reception
Palmer House Hilton

Thursday, November 13th -
7 am - 7:45 am
Early Morning Aerobics
Palmer House Hilton
7:15am - 8:30 am

Distinguished Business
Woman's
Award Breakfast,
Palmer House Hilton
8 am - 5 pm - Registration
9 am - 5:30 pm - Sessions
12:30 am - 5:30 pm
Trade Show Exhibit Hall Open
McCormick Place
1:30 pm & 3 pm
Mid-day Stretch, Exhibit Hall
4:00 - 6 pm
Executive Roundtables
Friday, November 14th
7 am - 8:30 am - Early Morning
Workouts, Exhibit Hall
7 am - 7:45 am - Early Morning
Aerobics,

Palmer House Hilton
7 am - 7:45 am - Good Morning
Stretch, Exhibit Hall
8 am - 5 pm - Registration
9 am - 4 pm - Sessions
12:30 - 5:30 pm - Trade Show
Exhibit Hall Open
4 pm to 6 pm
Executive Roundtable
Saturday, November 15th
7:00 - 8:30 am - Early Morning
Workouts, Exhibit Hall
7:30 - 7:45 am - Good Morning
Stretch, Exhibit Hall
8 am - 3 pm - Registration
9 am - 12:30 pm - Sessions
11 am - 3:00 pm - Trade Show
Exhibit Hall Open

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December In Orlando... Experience The Magic & The Savings!

The winter buying season will kick-off in December when the 6th Annual Athletic Business/IHRSA Trade Show takes place at the Orange County Convention Center in Orlando, Florida, December 4-6, 1997.

Quickly becoming one of the most comprehensive selling events for the commercial health and fitness marketplace, this year's event will feature more than 530 booths representing the very latest products, services and equipment from 200 exhibiting companies.

Whether a buyer is in the market for new fitness equipment, computer software, specialty flooring and lighting, or pro shop supplies, they will find all this and more at the 1997 event. Admission to the trade show is \$25; however, free admission passes are available from

Athletic Business, IHRSA and all participating exhibiting companies prior to the event. The Athletic Business/IHRSA Trade Show will be held in Hall E of the Orange County Convention Center, with trade show hours as follows:

Thursday, December 4th -
3:00 pm-7:00pm
Friday, December 5th -
6:30 am-8:30 am Early Morning
Workout 1:00 pm-6:00 pm
Saturday, December 6th -
6:30 am - 8:30 am Early
Morning Workout
12:00 Noon - 4:00 pm

In conjunction with their combined Trade Show, both IHRSA and Athletic Business will be providing valuable educational seminars and networking oppor-

tunities at their annual conferences.

IHRSA's 12th Annual Sales, Marketing & Programming Conference carries the theme "Marketing For The New Millennium: The Key To Your Club's Success" and has been specially designed to provide club owners and managers with the information necessary to leverage opportunities and address the challenges of the new century. The '97 agenda will feature over 30 sessions presented by experienced club professionals. Featured keynote speakers include: Dr. Jackie Freiberg and Dr. Kevin Freiberg, award-winning co-authors of *Nuts! Southwest Airlines' Crazy Recipe For Business & Personal Success*. IHRSA is also pleased to welcome back one of its highest-rated speakers, Desi Williamson, who will present "Empower Yourself to

Succeed." IHRSA Members may register by calling (800) 228-4772 ext. 130. Non-IHRSA members should contact the IHRSA Membership Department at ext. 510 to learn more about the Conference and the current membership promotion (see the end of this article for details).

Athletic Business' 16th Annual Conference will feature keynote speakers Herman Cain of Godfather's Pizza, Inc., Olympic Gold Medal winning swimmer John Naber, and best-selling author Robert Tucker. For more information about the Athletic Business Conference, call: (800) 722-8764.

GIVE YOUR MEMBERS THE WORLD!

Do the members of

your club travel? Are you looking for new ways to enhance your existing club members' benefits? Or are you simply looking for new ways to generate revenue for your club? Then the time to join IHRSA is NOW!

IHRSA's Passport Program is open for enrollment. The IHRSA Passport Program gives your members access to over 3,000 quality IHRSA clubs in 50 countries, becoming an invaluable sales and retention tool for your membership efforts. This optional program is simply one extra benefit, among many, that IHRSA provides to its members to help them build a more profitable business.

To join IHRSA, call IHRSA's Membership Sales Staff at: (800) 228-4772; Meredith McLaughlin, ext. 129; Steve Upson, ext. 128; and Jill Spitz, ext. 109.

the appeal process is heard. Only our Back Bay facility is being challenged and other Healthworks locations or other women's clubs in Massachusetts should not be affected through the appeals process, which could take anywhere from 6 months to 2 years.

This ruling was determined from the Summary Judgment hearing that took place in early July. The trial had originally been scheduled for September 29, 1997, but had been postponed until November 12th. The Summary Judgment order eliminates the possibility of a trial that had been anticipated to last for five days.

The ruling, should it be upheld through appeal, will represent a potential problem for all women's-only health clubs in Massachusetts and ultimately could lead to actions in other states as well.

We asked Hannah Karass for her opinion on the following question: "If this ruling is upheld throughout the appeals process, could it result in a requirement for all women's-only clubs in Massachusetts to change to co-ed as well?" Her response, "I'm not sure, but I think it could ultimately impact all the women's-only clubs in the state."

Simultaneously, Healthworks, in conjunction with IHRSA, and up to 25 other Women's-Only clubs in Massachusetts, are working to submit a Fast Track Bill to Massachusetts Legislature to amend Section 92A of Chapter 272 to except "a bona fide fitness or wellness facility" from prohibition against gender discrimination.

Karass continues, "We expect Mr. Foster to seek a court order to use our Back Bay facility in the near future. At that time, we will seek an injunction from the Court to not allow men to use the Back Bay Healthworks until

approximately 25 women's-only health clubs in the State. If upheld through appeals, the ruling will definitely have an impact on these women's-only clubs throughout the country. It doesn't have much value as a precedent nationwide because it is a State Court ruling. Right now, there is only one other court case in the country on women's-only and that is in Pennsylvania which allows it because of privacy rights. In the Healthworks case they cited the Pennsylvania case, not as a precedent, but as guidance because there isn't any guidance out there. Now there are going to be two opposite opinions that can be cited in the rest of the country. So, it definitely gives the courts more options."

Dirken explained that the ruling could have nationwide impact for all co-ed clubs that offer any one gender only facilities such as a women's only workout area. Durkin adds, "The ruling says there is no privacy right for separate treatment, so that means that a co-ed club with a women's-only workout area is vulnerable. Even without this law, there was one case that resulted in a guilty finding for gender discrimination for a women's only area in a co-ed club. Now, with this ruling it does make it more precarious to have a women's only area in a co-ed club."

It clearly appears this Massachusetts development could end up impacting women's only and co-ed clubs with one gender facilities across the nation. We will keep you posted on further developments. Stay tuned to The **CLUB INSIDER** News for updates!

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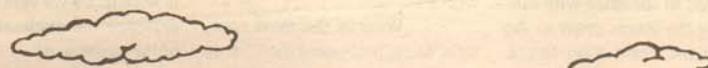
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"I Just Want To Play For Fun"

By Spike Gonzales

Some players say, "I just want to play for fun." Generally these are those who've seen or felt the ill-effects of the competitive and ego-oriented culture of the game of tennis.

In many cases these people want to avoid the cultural norm of needing to prove who they can beat in our stratified tennis hierarchy. They want the wonderful benefits of social activity and healthful exercise that come with the game, while avoiding the maladies of our sport's ego orientation.

"I just want to play for fun," however is a misuse of our language. Lacking a clear or conscious definition of "play" and

"fun", what they often are saying is, "I want to socialize with others, using the tennis court as the environment," or I want to use tennis to challenge my body, to get the good feelings when it is moved around vigorously and dynamically!"

It's great the tennis court can provide the medium for such good feelings, but for many of our "fun" advocates it's unfortunate they've shied away from the tennis game.

A "game" is a contest or interaction among participants in which they are either attracted mentally to viewing the process toward its outcome or using their abilities to try to affect the outcome. Games are considered "fun." "Fun" comes from their ability to engage our minds, to

divert us from the rest of the world.

What is the most common thing producing fun? It is the element of unpredictability. Games are more fun (and so are movies, novels, conversations, hobbies and many other things) when they have a doubtful or unpredictable outcome.

When a game or activity loses its unpredictable nature, it generally loses its intrinsic value and its appeal. People lose interest in a football game when one team is ahead 31-0 at halftime. We similarly lose interest in a tennis match when we know we're going to win or lose handily. And we lose interest in movies or novels once we know the outcome or they followed predictable or trite patterns.

It's common to confuse other benefits of a game with its intrinsic value as a game. I had fun playing cards with my son when he was eight because it gave me an activity to interact with him and for me to watch him develop. However the game itself wasn't fun, because I wasn't challenged. Now that he's age 15 with the skills to beat me often, the game itself is a lot of fun!

We often have fun with our tennis playing partners because we enjoy their company or we enjoy the physical activity. But too often, we do not receive or feel the fun of the game itself because we know who's going to win in advance. In fact we can generally categorize the vast majority of our playing partners as those we expect to beat and those we expect to lose to. We probably have only a 5-10% cadre of partners providing us with a

doubtful outcome, and it is with those we best experience the excitement of the game itself.

Tennis administrators need to enhance our sport by allowing it to become a game again. Unfortunately tennis has become a way to make a living, a means to get a college scholarship, a path to social status, or an arena to prove our self-worth. How very few people play it just for the thrills of a "game", of becoming involved with an unpredictable outcome!

The means to enhance tennis as a game is to provide it with an accurate player rating system that effectively allows tennis to be handicapped.

The system has to have narrowly defined rating categories, each delineated by the value of point to be given or taken to help a set become more even between two differing players. It needs to have ratings given by a pre-determined formula from playing results alone, so that ill feelings of "judgment calls" or evaluations are avoided. It needs to be widespread, so it can be fairly, universally and uniformly applied throughout tennis players' travels.

An adequate tennis rating and handicap system will not make the game more intensely competitive. On the contrary, it will tear down the status barriers between players, allowing a computerized formula to simply indicate objectively who the better player is, so players may opt to



Spike Gonzales

play with a handicap to see who's going to have "the better day". On a day-to-day basis, without needing tournaments or leagues or other organization, players could appreciate the fun of tennis as a game! (Spike Gonzales has been building tennis markets since 1971. He was a prime developer of Tennis Corporation of America's Tennis In No Time®, and an advisor to the USTA in starting Play Tennis America. An influential member of the USPTA, USTA and IHRSA, he helped bring those organizations together to found the National Tennis Rating Program. He presently serves as an advisor to Tencaps, Inc., a USPTA endorsed tennis rating system and consults with clubs wishing to improve their marketing, management teams and tennis professionals. Spike may be reached at: (941) 774-2442).



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Sport & Health

continued from page 3

approximately 14,000 members to the Sport & Health roster. Further details of the four-club acquisition have not been released.

Additionally, the Company has begun construction of two new facilities. The Ballston Sport & Health Club will be a 33,000 square-foot, full-service club located in the Ballston Common Shopping Mall. This club will be the Company's first facility in a regional mall retail development.

The second new club will be a 23,000 square-foot fitness center located near Tenley

Circle in upper northwest Washington. This club will complement the existing Sport & Health club already located in this area about a mile away, which has almost reached its full capacity.

Both new clubs are currently under development and projected to open in early 1998.

As part of the renewed growth strategy, the Company is also about half way finished with an extensive capital improvements program that began two years ago. The goal of this plan is to renovate all of the clubs to the look of the 90's or beyond-including both new equipment and physical plant upgrades. According to Konz, "We have been fortunate to have had excellent geo-

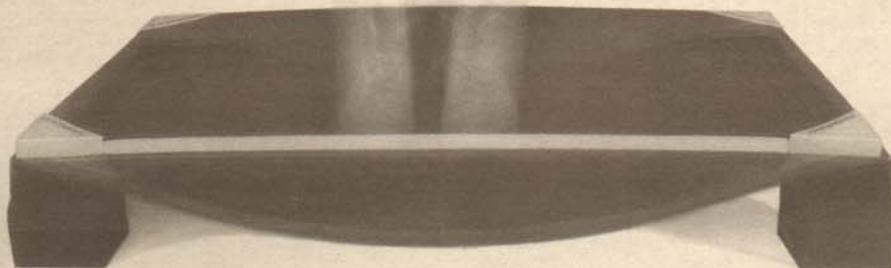
graphic locations for our clubs, but have been rather slow to maintain them to the latest industry standards. We began to renovate two years ago, and by the end of 1998 all the owned clubs should have the 'right' appearance - at an investment of more than \$3 million."

"This concentrated spurt of growth for the Company has been in our plans for a long time," says Konz, "and its purpose is to solidify our already number one position in the metro D.C. region. The new clubs are ideally located to minimize overlap with existing Sport & Health clubs, and will provide convenient opportunities for anyone in our area to join a first-class athletic club close to their home or office at a price level

(See Sport & Health page 16)



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PowerBoard is used in over 20 different group exercise programs, including:

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- Box Aerobics
- Interval training
- Boot Camp (& Obstacle Course)
- Sports conditioning, and many more.

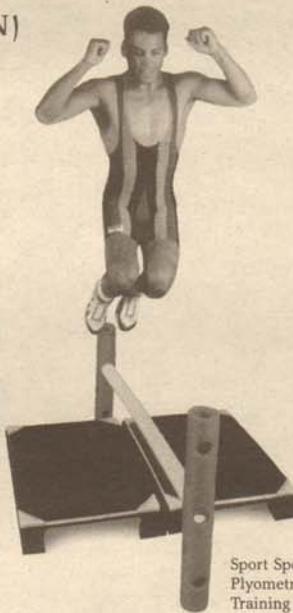
Personal trainers use the PowerBoard for:

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Denny Marsico, Director of Fitness, 24 Hour Fitness

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Mindy Mylrea, National & World Aerobic Champion

"PowerBoard gives me unlimited variety!"

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Kerry Silverstone, National Group Exercise Director, Linda Evans Fitness Centers

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...Conviser

continued from page 3

Relationships."

Conviser's role as Vice President of Clinical Services will involve:

1) Insuring that services and programs provided by Bally Total Fitness clubs meet the highest standards.

2) Working with Bally clubs to insure that they are doing everything possible to support the recommendations of the Surgeon General's Report.

3) Creating physical therapy units within the Bally clubs.

4) Finding new healthcare partners with which Bally can leverage its strengths and skills in order to offer a wider variety of value added services to the membership.

5) Coordinating a newly developed Medical Advisory Board.

Conviser comments on his new role with Bally Total Fitness, "I look forward to the challenges that have been put forth for me at Bally Total Fitness. In addition to my new endeavors, Bally is encouraging me to continue to

serve as a consultant for my existing IHRSA clients. A strong objective for me is to raise health clubs into the healthcare continuum in the near future. I am anxious to begin.

CLUB INSIDER - "That's certainly a benchmark for the industry."

Conviser - "Lee Hillman has given me strong support and asks that I look at each market in which Bally operates, and each club within that market, and offer suggestions for drastically improving the quality of our service. We are a company looking to the future with great hope."

There are many areas that the "new Bally Total Fitness" is entering. Unveiling these new areas will be exciting for our entire industry. I am enthusiastic about working with Lee's management team. This team consists of very knowledgeable and gifted members - a few that were in place with the company and new employees that bring a fresh approach and ideas for the development of our company.

Asked if Bally Total Fitness will be making a strong effort to gain admission into IHRSA, Conviser responded, "I think Lee would say, 'If we can participate as part of IHRSA, that would be great!'

Not only for Bally, not only for IHRSA, but for our entire industry. However, our single mission is not getting Bally accepted into IHRSA. I think there are some benefits for IHRSA with Bally joining. And, there are clearly some benefits for Bally should we join IHRSA. The goal here is not, 'Let's get Bally organized so we can be part of IHRSA, the goal is to create the very best organization that we can that deals with 120 million+ member visits a year. One that gets our sales, our service, our facilities in order, so that it is good for the industry to have Bally as part of IHRSA."

"I can tell you what I see from a corporate side. I've been in about 53 Bally Total Fitness clubs. We have some great product and we have some product that needs cleaning up. But, I can tell you about the Executive Team that Lee has pulled together. There is never a hesitation about wanting to improve the quality of the service, getting rid of the things that happened in the past. Lee has said over and over again, 'I can't control every employee. But, what I can do is set the tone, set the rules and regulations and make sure that they are enforced

so that when there is a problem, there is no hesitation and very swift and certain action is taken".

Lee Hillman has established a top quality Executive Management Team to which Jason Conviser is an excellent addition.

Additionally, Hillman has assigned Conviser the task of assembling a Medical Advisory Board which will consist of professionals from various aspects of the healthcare world, both clinical and nonclinical. The members of the Board are to be named by November 1, 1997.

Lee Hillman

comments on Conviser, "Jason Conviser's experience and expertise will assist Bally Total Fitness to grow in new and exciting directions. All of us at the company will benefit from his joining the Bally team."

Suffice it to say, Lee Hillman has taken a huge step toward bringing the much maligned 'Bally culture' into the new age of health, racquet and sportsclubs with the recruiting and hiring of



Jason Conviser, Ph. D.

Jason Conviser. Conviser should bring a fresh and energizing balance to the organization.

However, only time will tell if Conviser's impact and Hillman's great plan will work. This writer believes strongly that success with the turn around of Bally Total Fitness, both culturally and financially, will be beneficial, not only to the stock holders, but to the health club industry at large. Stay tuned to The **CLUB INSIDER** News.

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SPRINT CARDIOVASCULAR...

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Hoggan Health Industries, Inc. has rounded out its Sprint cardiovascular line. Sprint's line includes a new elliptical machine called the Sprint Cross Trainer, a treadmill and a stair climber. Each Sprint machine is packed with money saving features that any fitness facility operator will appreciate.

No Electrical Outlets Required

All of the Sprint machines have self contained electronic and mechanical systems that require no electrical outlets. By being non-electrical these workhorses can go anywhere you need them to. If you want to avoid the costs associated with installing additional electrical wiring and outlets then Sprint should be your answer.

Simple and Durable

In starting a cardio workout most members just want to "Get on and Go!" Members have a difficult time understanding the complex programming on many of today's cardiovascular machines. Some machines require more button pushing than a VCR.

Sprint's answer is "Keep It Simple". Give the user the basic information they need without requiring an advanced degree in engineering to operate the machine. There are some very favorable side benefits to the owners of

Sprint cardiovascular machines. Because each machine has fewer components, moving parts and no motors there is less to go wrong.

Costs Less to Own and Operate

Given Sprint's simplified electronic display and non-electrical design, each machine costs an average of \$1,000 less than its competitors. They also cost less to operate because they have fewer components to repair and because they do not require electricity. Simple also means less down time for your members. Less down time means fewer complaints and happier members.

"As the 1997-98 prime fitness buying season ensues, every club in the country will either have added or be strongly considering elliptical machines" predicts Guy Williams, Hoggan's V.P. of Sales and Marketing. "This is the most popular new piece of cardiovascular equipment to hit our industry since the introduction of the stair machine."

Sprint's answer to the burgeoning need for "elliptical" machines is the Sprint Cross Trainer. Attendees at the recent National Fitness Trade Show commented that the Sprint Cross Trainer "has a very smooth and natural motion." This motion allows users to simulate walking, jogging or running without the impact on joints that comes from running outdoors or on

a treadmill. The pedals operate in a forward and reverse direction allowing users to vary their workouts. The Sprint Cross Trainer also has an upper body exercise system which is independent of the lower body mechanism and therefore can be operated at the user's discretion.

Sprint Runner

"The Sprint Runner is our best selling machine ever!" says Mr. Williams, "We have been manufacturing exercise equipment for over twenty years and treadmills are the number one piece of equipment club owners have added to their facilities in recent years."

Sprint Runner distinguishes itself from other treadmills because of its excellent durability track record. Because the Sprint Runner is self-propelled, the user provides the power to turn the belt rather than a motor, it has very few breakdowns. This also means exercisers get a more efficient workout, burning more calories in a shorter amount of time than they do on electrical treadmills. Users of all types find the Sprint Runner convenient and easy to operate.

Sprint Climber

The Sprint Climber is designed with an upright posture in mind. Many stair machines



Sprint Cardio Machines

where.

In summary, Sprint cardiovascular machines are an excellent value for the money. "Affordable, durable and simple" three words anyone who owns fitness equipment can appreciate. To learn more about Sprint cardiovascular machines call 800-678-7888 or come see the Sprint lineup at CLUB INDUSTRY, Chicago Booth #161 or IHRSA/AB, Orlando Booth #518.

BODY PUMP IS ROLLING!

BODY PUMP is a prechoreographed barbell class synchronized to music. Developed in New Zealand seven years ago, BODY PUMP is now in clubs in 16 countries worldwide. With motivating music and awesome instructors, BODY PUMP is ideal for beginners through experienced exercisers. It's a muscle endurance/resistance training workout in a group fitness setting. And quite simply, it's the fastest way in the universe to get in shape.

But is it safe?

In May of 1997, The STEP Company assembled top fitness instructors and presenters in the United States to experience and critique the exercise science component of the BODY PUMP program. This group of people, referred to as Pro Trainers and Faculty, are all now part of the BODY

PUMP team. The Faculty is responsible for providing the most relevant, empirical and practical information to assist with program policy, structure and content. They are also responsible for the development of Instructor and Trainer manuals and the creation of new programs. The Pro Trainers are set up regionally to assist others in becoming BODY PUMP instructors.

Pro Trainers: Tom Butts (Seattle), Mary Clagett Schwantes (Minneapolis), Beverly Kramer & Cookie Kanarish (Chicago), Jon Giswold (New York), Joel Greco (Dallas), Ali Lowe (Atlanta/Miami), Marsha Macro (Denver) and Charlotte Williams (San Francisco).

FACULTY: Kari Anderson, Angie Bunch, Frank Butterfield, Molly Fox, Andre Houle, Greg Neiderlander &

Suzanne Nottingham.

What Does The License Fee Cover?

The monthly license fee goes right back into the system to develop new programs and maintain the current level of quality and safety. In addition, the license fee helps to develop the following:

- National Brand Awareness - Advertisements - Trade Shows - Media/PR Coverage
- Marketing Materials - Logo slicks - Ad Copy - Poster/Banner Layouts
- Quarterly Program Development - Music - Choreography - Education
- Body Training Systems - Quality Control - Instructor Manual - Safety and Research

How Does The License Agreement Work?

Monthly License Fee: Auto debit begins first of month after the completion of two training modules.

Term: Three (3) minimum.

Cancellation: Seven (7) business days prior to end of month for any reason.

Restrictions: Upon cancellation, stop use of BODY PUMP name and material.

For 3 months after termination, club may not conduct any barbell-based fitness training synchronized to music competing with BODY PUMP.

Obligations: Only conduct BODY PUMP classes in locations paying a license fee. - Only permit qualified instructors to teach BODY PUMP.

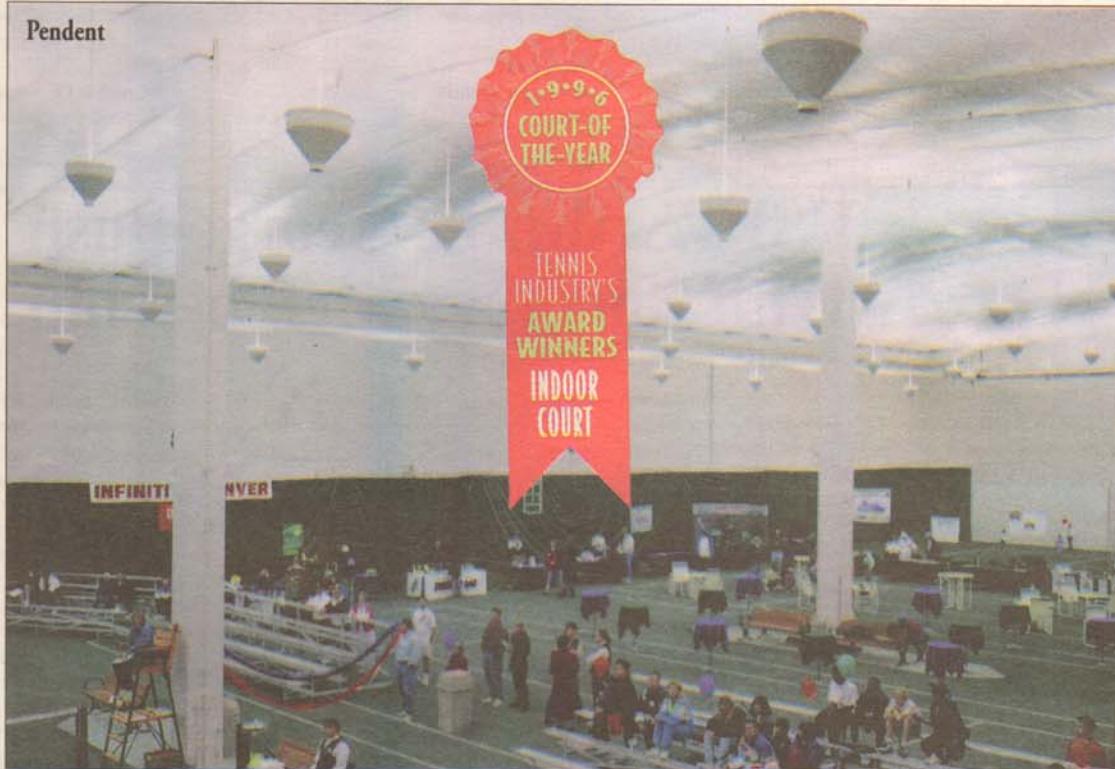
The Training System Explained

BODY PUMP training for licensed facilities follows a structured educational program, requiring 15 accredited hours (ACE) of theory and practical training prior to becoming a qualified instructor. The process is based on principles of cooperative education which ensures applied knowledge and skill levels have been attained by all instructors. Through this system, a new BODY PUMP tape is choreographed every three months and released in written, audio and video format and supplemented with anatomical/physiological education. This program is designed to ensure the class quality and continuity of BODY PUMP.

For more information on BODY PUMP, please call: (800) SAY-STEP.

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BALLY TOTAL FITNESS COMPLETES SALE OF \$225 MILLION OF SUBORDINATED NOTES

Chicago, Ill. - October 7, 1997 - Bally Total Fitness Holding Corporation (Nasdaq-National Market: BFIT) announced today that it completed the sale of \$225 million aggregate principal amount of 9 7/8% Senior Subordinated Notes due 2007 (the "9 7/8% Notes").

The 9 7/8% Notes were offered pursuant to Rule 144A to qualified institutional buyers, and are expected to be registered within 120 days.

Bally Total Fitness will use the net proceeds principally to complete the purchase of its 13% Senior Subordinated Notes due

2003 (the "13% Notes"). Pursuant to the cash tender offer and consent solicitation that Bally Total Fitness commenced on September 3, 1997, holders had tendered approximately \$177 million of the \$200 million aggregate principal amount of the 13% Notes as of the close of

business on October 6, 1997, the Expiration Date of the tender offer. The remaining 13% Notes are expected to be purchased, redeemed or defeased by the Company prior to the end of January 1998.

The 9 7/8% Notes have not been registered under the Se-

curities Act of 1933 and may not be offered or sold in the United States absent registration or an applicable exemption from registration requirements.

Merrill Lynch & Co. acted as lead placement agent for this security offering.

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AAC... "We're Here To Work"

USPTA Awards George Bush With Honorary Membership

Citing President George Bush's lifetime of enthusiasm for the sport of tennis, the United States Professional Tennis Association (USPTA) recently named him an Honorary member of the 11,000 - member Association of tennis-teaching professionals.

Whether at the White House, Kennebunkport, Maine, Houston or elsewhere in his world travels, Bush brings along a passion for tennis. Throughout his years in the highest levels of public service, Bush shared his enthusiasm for the sport with the general public and world leaders alike. He frequently played tennis on the White House tennis court during his term as the nation's Chief Executive. Most recently, Bush and wife Barbara, cheered on pro players at Wimbledon during a July trip to England.

"I've been a tennis enthusiast all my life," said President Bush. "And seeing Wimbledon in person for the first time was a thrill I'll never forget."

...Sport & Health

continued from page 10

they desire." Konz feels the emerging awareness by the public of the long-term benefits of regular exercise make this an ideal time to expand the size of the Company. "The 1996 Surgeon General's Report on the link between frequent exercise and long-term good health and longevity is finally beginning to become etched into most people's consciousness. The principal finding of this Report is: 'Fail-

Bush also uses his interest in tennis to support worthy causes. He has helped raise money by playing in events such as the Chris Evert Pro-Celebrity Classic in Boca Raton, Fla. Each year, the event raises funds for at-risk families and children throughout Florida as well as for substance abuse prevention causes and other charity groups.

Bush has also loyally supported and participated in the Chuck Norris Kick Drugs Out of America Tennis and Golf Invitational. Held each year in Houston, the event raises money to fight the war on drugs, gangs and youth violence through educational and motivational programs.

In 1992, Bush showed his support of youth fitness by attending a USPTA Tennis Across America clinic held on the White House tennis court. Children from the Hispanic-American Cultural Effort received free tennis instruction from Pam Shriver and USPTA professionals. The White House clinic was part of the multicultural segment of USPTA's Tennis Across America, a nationwide program of free instruction for chil-

ture to exercise is hazardous to your health and shortens your life.' In the context of this very, very powerful statement, our industry will surely see major new growth opportunities in the next ten years."

Current figures compiled by the industry's trade association, the International Health, Racquet and Sportsclub Association (IHRSA), show there are 20.5 million people in the U.S. who currently belong to over 13,000 commercial clubs that generate annual revenues of more than \$6.5 billion. Membership growth has averaged almost 7% per year for the past ten years, but as the awareness and

children and adults.

"President Bush has helped promote the positive benefits of tennis to millions of people through his own interest in the game," said USPTA President Kurt Kamperman. "It's a pleasure to honor President Bush for his high-profile devotion to our sport."

USPTA's 45-member Executive Committee recently nominated and approved Bush as an Honorary member during policy-making meetings of the Association.

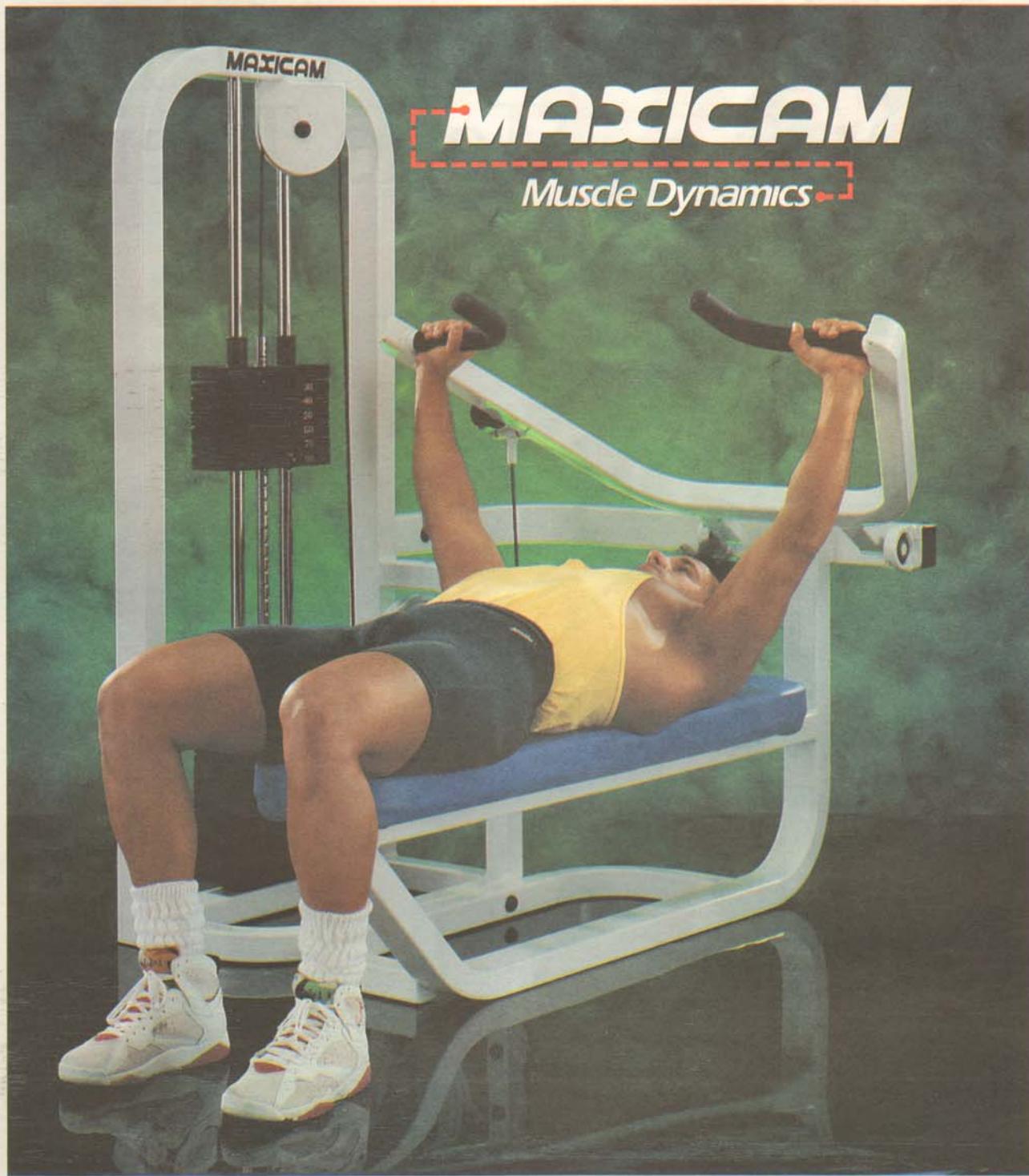
Other USPTA Honorary Members include Billie Jean King, Jack Kramer, Rod Laver, Mark McCormack, Stan Smith, Pam Shriver, Tony Trabert and several other players, teachers and leaders of the sport.

Founded in 1927, USPTA is the world's oldest and largest Association of tennis-teaching professionals. The nonprofit Association strives to raise the standards of the tennis profession while promoting greater awareness of tennis. USPTA offers more than 30 professional benefits to its 11,000 members worldwide, including certification and extensive educational opportunities.

importance of the Surgeon General's Report becomes more widely known, this growth is expected to increase significantly.

By year-end the Sport & Health Company will have 23 club locations with approximately 1.2 million square feet of exercise/fitness area. There will be over 1,600 employees of whom more than 700 are full time. Annual revenues will exceed \$50 million and memberships will reach 52,000. The Company is privately held, so it does not report margins or profits, but Konz states that the Company's profitability is greater than the industry

(See Sport & Health page 24)



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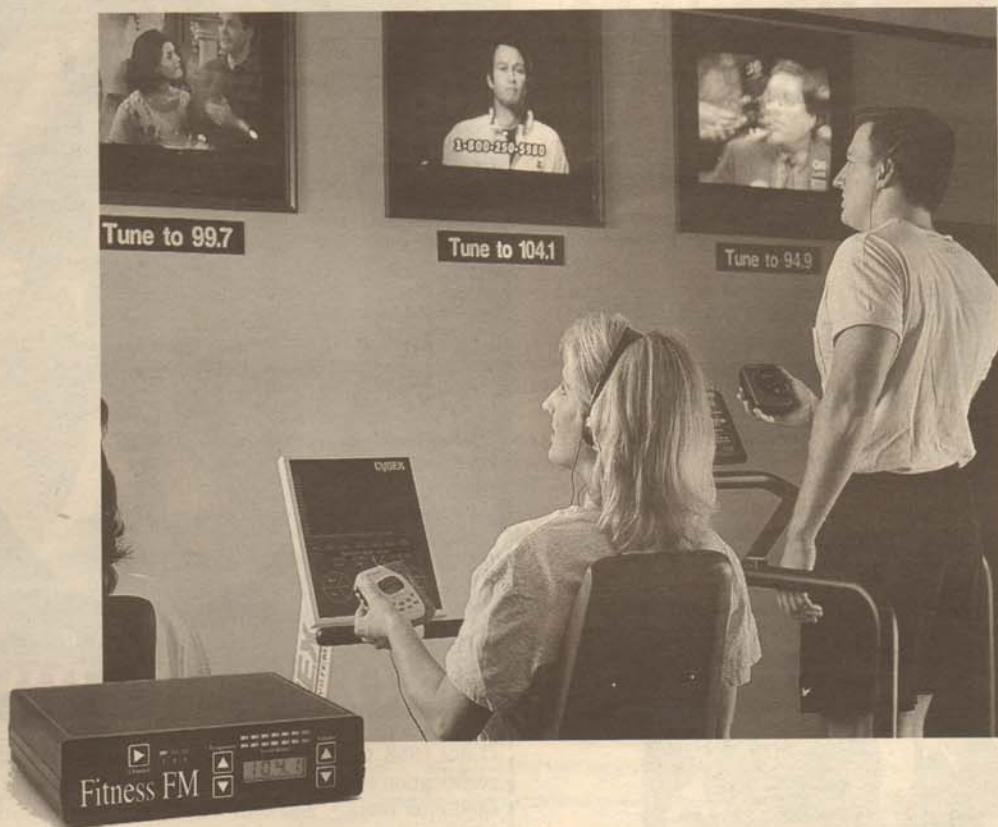


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International Sports Sciences Association (ISSA) To Conduct Fitness Therapist Workshop At Club Industry

ISSA will offer its one-day Fitness Therapy Workshop and exam from 8:30 a.m. - 5:30 p.m., November 11th. The one-day session is designed to update today's personal trainer and clinical exercise specialist on the most up-to-date information in the industry in the following areas: • Designing exercise programs for over 25 special population groups • Updating information on healthcare and manager care issues • Providing the most complete information on insurance reimbursement

• Applying work hardening in the fitness industry • Reviewing common drugs in medicine and their effect on exercise • Offering information on current issues in nutrition. This program was developed to help healthcare professionals understand elements of medicine and also as a continuing education course for individuals in allied health professions. ISSA will offer a \$75 discount off the regular price of \$495 until November 10, 1997. To register or for more information, call (800) 892-ISSA.

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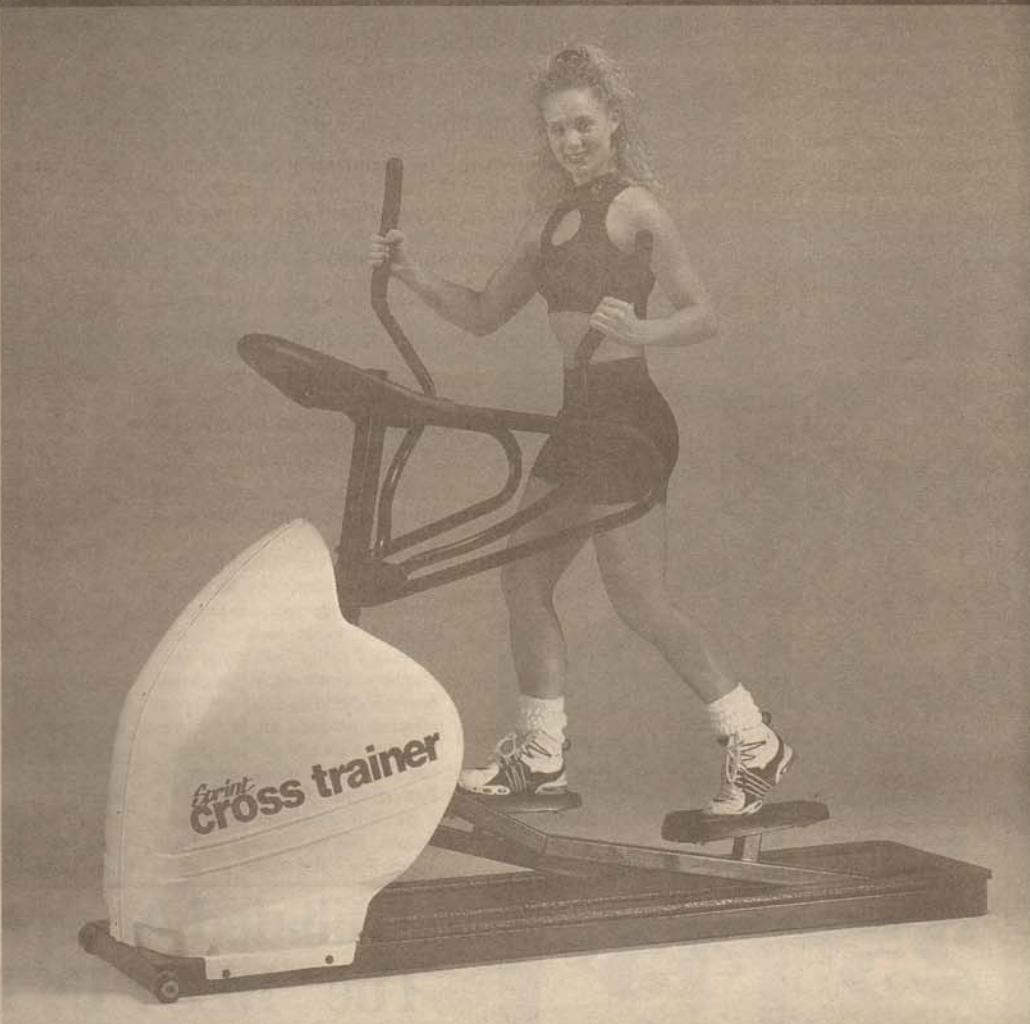
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Use the "Fun Test" To Increase Participation

By Patti Joyce-Fleck

Every club owner knows what fun means in the health club...participation. When participation equates to membership, it's no surprise that club owners are constantly searching for programs and products that generate fun and excitement. But with almost every product claiming to be fun, how do you know which ones truly are fun? Do you chance buying it to find out? Do you wait for the club down the street to buy it and chance losing your members? Wouldn't it be nice if there was an expert in "fun" that you could consult with?

Well there is, and the toy

industry has been tapping into this insight for years to accurately forecast which items will be hot, or as they say, "peg the fun meter". The experts they consult with are kids, because "who's better to tell you what's fun than someone who plays all day?" Of course, what's fun for adults is not necessarily what kids consider fun. However, 9 times out of 10 what kids consider fun, adults do too. This is because kids look for "simple fun", such as catching a ball. This same "simple fun" motivates adults, but we're also motivated by other factors, such as the enjoyment of obtaining a goal. When an activity combines simple fun with other motivating forces, then the fun meter is truly

pegged for the adult population.

A club owner benefits several ways by looking at products through the eyes of a child. First, if a product truly is "fun", then your members will take to it quickly, participation will be high. Second, fun activities have a lasting euphoric feeling that drives people to talk about what they just did, which means your members are going to attract new members. Third, fun activities require less motivation or "hype" from your staff to maintain participation; people come because they truly enjoy the activity. This translates to member retention.

Although predictions are certainly much better, the "fun test" does not require you to have a room full of kids and the product in hand. Many programs and products are quite obvious just by visualizing how kids would react. For example, weight lifting equipment is very intimidating for most new comers. This is the exact response from kids, and we all know the level of effort required to keep people motivated in a weight training program. Sports activities, on the other hand, rate high on a kid's list of playtime activities. It's no surprise that programs such as sports conditioning, box aerobics and kick boxing are becoming popular in health clubs.

In regard to products, there are several high tech electronic game devices that rate high on the fun meter, such as Tectrix' Virtual Reality bikes and stair climbers. However, with high tech comes higher cost. Only a few cost-effective products are in the marketplace with a high "fun rating", one of which is a new-comer, the PowerBoard. The PowerBoard is a flexible platform that has a bounce, sort of half step and half trampoline. Jim Karas, owner of

Solo Sessions, describes the PowerBoard as "it's the natural progression from step aerobics". But how does the PowerBoard rate in the "fun test"?

Patti Klinck, Director at Sports & Racquet Club, tested both the Step and the PowerBoard in their kid's program with the following response "The kids love PowerBoard, they love to jump". The response in the adult aerobic program proved to be just as popular and they've integrated several classes a week into their schedule. Linda Frizzel, Aerobic Director at Fitness 2000, indicates similar results in their adult programs and states "Participation has doubled".

The PowerBoard's high participation rate is obvious after evaluating other adult motivating factors. An abundance of research exists on rebound or power-up type exercises, including results from NASA that identify rebounding to burn more calories per minute than most other exercises including jogging, climbing stairs or bicycle riding. Another key attribute is the PowerBoard exercise is low impact, providing for a safe workout.

Low impact is a critical motivator for many of us aging Baby-Boomers and especially for the senior members. Talking with people who have participated in PowerBoard classes, their responses were consistently all three motivators: "it's fun, I get a good workout and it's easy on my knees."

The PowerBoard product demonstrates the power of combining motivators. As you are



evaluating new programs and products, always keep in mind what motivates people to participate. Fun activities have been proven time and time again to be a driving force. Viewing the world through the eyes of a child will give you strong insight in what is "fun". When you find a program or product that combines fun with other motivators, then you truly have a winner.

(Patti Joyce-Fleck is owner and manager of Fit for Success in Hayward, CA. She is ACE and ACSM certified as an aerobic instructor and personal trainer, and winner of several professional body building competitions. She has been a fitness motivational speaker for the past ten years, appearing on ESPN and major networks.)

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(This 'Thought For The Month' was reprinted from the book: *LIFE etc. Advice For The Real World* written by club veteran Charley Swayne).

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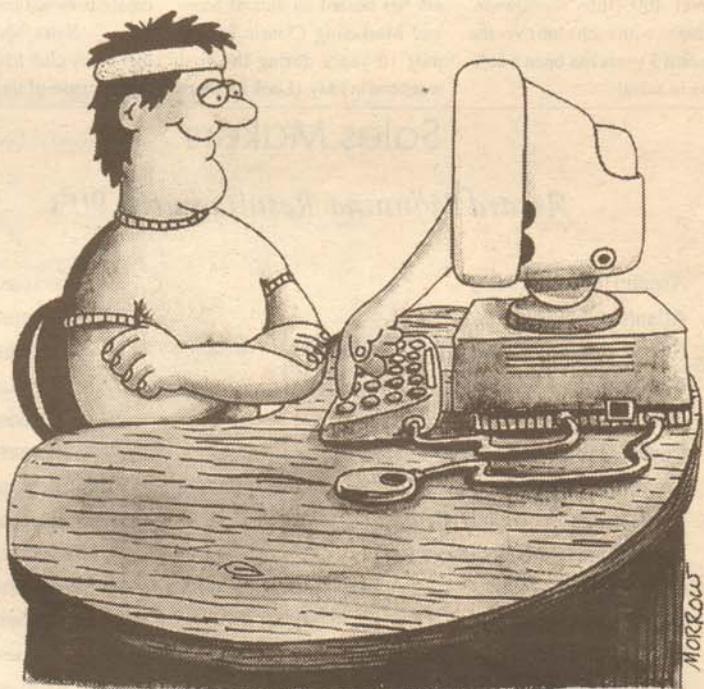
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Ray Gordon spoke at the very first IHRSA Convention in 1981. Gordon and partner, Ed Tock, have been featured speakers at over half of the IHRSA Conferences and have presented at every Club Industry show since 1986, as well as almost every regional IHRSA meeting (MACMA, NERSA, NACA). They have also given seminars at Gold's Gym Conventions, World Gym Conventions, F.I.A. (England's IHRSA) and Sweden! For the club owners who enjoy learning while in the Florida sunshine, Sales Makers has hosted an annual Sales and Marketing Classic for the past 10 years during the first weekend in May. (Look for more

details in upcoming issues of **CLUB INSIDER**.)

Sales Makers offers services that range from 3-day, on-site seminars to long-term, six-month consulting agreements. They also specialize in pre-sale/pre-opening consulting, having worked with 67 clubs on pre-sales with excellent results.

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Sales Makers recognizes that every club has different needs and because of the diverse experi-

ence of Sales Makers, they are able to bring an effective hands-on practical approach to clubs with diverse needs and opportunities. All this is done by increasing membership revenue without discounting dues or compromising club value and integrity!

Come meet the Sales Makers at Club Industry in Chicago, November 12-15th. You can visit with them at Booth #1077 and pick up your free lottery ticket that guarantees everyone is a winner. Who knows, maybe you could win a free seminar in Florida!

At the Club Industry Show, there will be many great seminars as well as an expansive, exciting and educational trade show. Sales Makers will be featured at the following seminars:

• D 12 - Wednesday - 4-5:30 pm- Dynamic Sales Techniques

• E 7 - Thursday - 9am-10:30 am- Successful Sales For Grand Openings

• G 4 - Thursday - 4pm-6pm Executive Roundtable - Marketing

Whatever your goals, Sales Makers will strive to help you achieve them with the highest level of dedication, ability and integrity. Because Sales Makers is rewarded on performance, they foster a win-win relationship with club owners by establishing mutually agreeable goals that require more than just showing up. They require results!

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Court Sports I & II (NY)	30 % Increase
Evanston Athletic Club (IL)	24 % Increase
Ft. Wayne Health & Fitness (IN)	104 % Increase
Gold's Gym (CA)	23 % Increase
Gold's Gym (GA)	17 % Increase
Gold's Gym (NY)	38 % Increase
Greenville Racquet & Fitness (SC)	40 % Increase
The Gym (England)	Pre-Sale Sold Out
Lynne Brick's Womens Only Club (MD)	Pre-Sale Sold 2,065
PACE Fitness (Australia)	23 % Increase
Padonia Fitness Center (MD)	Pre-Sale
Pinnacle Health Clubs (England)	29 % Increase
Ronny Barnes Fitness & Nautilus (NC)	Pre-Sale
Shula's Athletic Club (FL)	31 % Increase
Spa At The Fontainebleau (FL)	44 % Increase
Sports Clubs (Sweden)	31 % Increase
Sportset Club (NY)	40 % Increase
Welshback Squash & Health Club (England)	Pre-Sale
WestBay Athletic Club (FL)	41 % Increase
Westchester Health & Fitness (NY)	30 % Increase
Westlake Sport House (CA)	27 % Increase
What A Racquet Athletic Club (CA)	Pre-Sale Sold 925
Women's Club (IL)	Pre-Sale Sold Out
Viva! (England)	

...Sport & Health

continued from page 16

average, due primarily to the significant economies of scale it achieves by having all its clubs in a single geographic area. He says, "This concentration of market dominance is unique in the commercial athletic club industry and gives us the opportunity to offer better value and more exercise alternatives to our members."

The Sport & Health Company has developed its clubs at two price points, because it believes there are strong, distinct markets for both types. Slightly less than 50% of the clubs charge monthly fees of \$45-55, generally in the size about 15-30,000 square feet. These clubs offer more than "store front gyms" and could properly be characterized as "full service clubs," but their smaller size and lack of some facilities (e.g., pools, basketball, or courts) limits the fees that can be charged. At the other end of the price spectrum, the Company has many of

the mega-clubs, at price points of about \$100 per month, usually in the size range of 60-120,000 square feet. Perhaps surprisingly, Sport & Health has not found any pattern that identifies which type of clubs are more profitable for the Company, so future growth will continue on both price ranges. "We look at the desirability of the location, first and foremost", says Konz, "and then we focus on the type of club that best suits the situation. This is an 'opportunistic' approach, but because we know this market so well, it works for us."

"We have been in the commercial athletic club business for more than 24 years in a single market (Washington, D.C.), and our experience tells us the best chance for success is to dominate one market. Since the DC area fits the 'perfect' profile for a potential club member, we don't see the need to leave this area while there are still many opportunities here for expansion. Although it's difficult to be precise, we expect to own 30-35 clubs in Washington before we will begin to look at other markets."

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IHRSA Funds Legal Defense Of Women-Only Clubs May Seek Legislation To Exempt Women's Clubs From Discrimination Laws

Boston, MA. - IHRSA (The International Health, Racquet and Sportsclub Association) is supporting Healthworks, a Boston health club for women only, with a preliminary \$10,000 grant to fight a lawsuit by a man who is seeking to gain admission to the club. IHRSA anticipates providing additional financial support in the future.

"IHRSA's position is that women-only clubs should be allowed to exclude male members because there is a legitimate gender-based privacy interest that needs to be protected," said Helen Durkin, Director of Government Relations for IHRSA. "There is not overriding public policy that necessitates the inclusion of men in these clubs."

In addition to providing funds, Ms. Durkin and John McCarthy, IHRSA's Executive Director, are working with Healthworks owner, Mark Harrington, and his lawyers to develop the legal and expert support for the case.

Healthworks is being sued by James Foster, a lawyer, who lives near the Boston club. A

hearing for summary judgment was held August 8th. That motion by Foster was denied. However, on October 3rd, Massachusetts Superior Court Judge, Nonnie S. Burns, ruled in favor of Plaintiff Foster's complaint in Summary Judgment.

In an effort to insure that no more such cases come before the Massachusetts courts, IHRSA

is working with Mr. Harrington to explore the possibility of seeking passage of state legislation that would make women-only clubs exempt from discrimination laws for privacy reasons.

IHRSA is a nonprofit trade Association representing 4,000 clubs worldwide. To join IHRSA, call: (800) 228-4772.

PHOENIX... A Visionary Landscape: Focusing On The Future

IHRSA invites all member clubs owners, managers and other staff to IHRSA '98, the 17th Annual International Convention & Trade Show, March 18-21, 1998, at the Phoenix Civic Plaza in Phoenix, Arizona. Registration for the Convention seminars, networking programs and social functions, as well as the industry's largest Trade Show

is open to all current members. With more than 100 guest presenters and educational sessions, IHRSA '98 will be the most comprehensive IHRSA Convention ever. From the new employee to the seasoned veteran, there will be something for everyone in Phoenix.

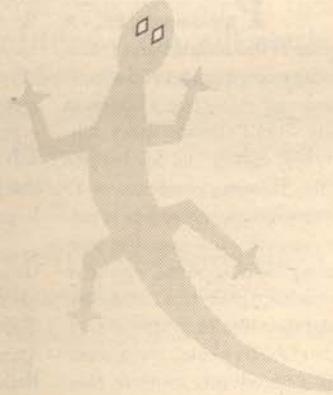
The March Trade Show will boast a history-making

1,000+ booths, showcasing new products and services from over 320 exhibiting companies. Special expanded Trade Show hours will also allow more time to buy, research and experience all that's new. Don't miss a thrilling moment of IHRSA '98; to register or to receive a copy of the promotional brochure, or to join IHRSA, call: (800) 228-4772.

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"Our first cross-training product, the Cross-Trainer 9500

HR- Total Body System, has received rave reviews from fitness facilities and exercisers alike since it began shipping earlier this year," said Augie Nieto, Life Fitness president. "Our new lower-body-only version was requested by our customers to complement their cross-training offerings. Cross-Training is becoming a very important product category, and we are happy to add this second system to our growing family of Cross-Trainers."

Features and benefits appeal to a wide variety of exercisers.

The Life Fitness 9500 Cross-Trainer - Lower Body Sys-

tem provides a highly-effective, virtually zero-impact workout with features and benefits that will appeal to exercisers of all levels, especially novice users, who will appreciate its quick learning curves. In addition, the system is not intimidating. Beginning exercisers and the deconditioned can work out at their own fitness levels without being overwhelmed. Plus, the more physically fit can get an intense workout, so everyone can get a sense of accomplishment exercising on the Cross-Trainer.

The system's smooth, elliptical lower-body design offers exercisers movement variety. Fluid forward or backward pedal motions minimize impact to ankles, knees, hips and lower back. Equipped with twenty resistance levels and seven programs, including two pre-programmed cross-training exercise programs, the Cross-Trainer provides a greater range of workout effort and motivation because of the opportunity to advance fitness levels.

The new product also

features Life Fitness' exclusive Heart Rate Zone Training exercise program in which the system monitors the user's heart rate via a telemetry chest strap, then automatically adjusts the machine's resistance to maintain their target heart rate. Individuals can target their heart rate for lower-intensity exercise with the Fat Burn program, for higher intensity training with the Cardio program, or at a rate they specify.

Designed especially with the users' needs in mind, the cross-trainer offers special features to enhance as well as safeguard rigorous workout regimens, including a large-character message center for easier reading, a front rail for enhanced safety, a built-in reading rack and an integrated accessory tray for holding personal stereos and water bottles.

"Our new Cross-Trainer will appeal to people of all ages and fitness levels who want the fun and effectiveness of a cross-training workout, but without the impact," stated Nieto. "Heavy-

traffic fitness facilities with both big and small budgets will appreciate its economical price along with its attraction to many different types of users, thereby helping clubs both bring in new members and keep their existing ones."

Reliable, innovative products help fitness facilities achieve goals

Life Fitness is known for developing fitness products with a high level of quality and reliability. The company invests heavily in designing innovative products, and then strenuously tests them to ensure the highest possible levels of reliability. The result: world-class products that meet the needs of health club operators, fitness staff, personal trainers and club members.

"Our Cross-Trainer line is a perfect example of how we at Life Fitness listen to our customers and design innovative, reliable fitness products to meet their needs and help them achieve their facilities' goals," stated Nieto.

The new Life Fitness 9500 Cross-Trainer-Lower Body System will be available in November for \$3,999.

PROFESSIONAL CLUB MANAGEMENT

presents

The Sales Effectiveness Quiz

- Has your sales team been trained or retrained in the last 90 days? Yes No
- Are you totally satisfied with your sales team work habits, efforts, production levels, attitude and motivation? Yes No
- Do you have key result areas and accountability structures for all production staff? Do you use them? Yes No
- Do you track and analyze all sales statistics and staff production daily? Yes No
- Is your sales team trained and held accountable for time efficient prospecting (or just order takers)? Yes No
- Do you have lead follow-up systems in place and do you regularly inspect them? Yes No
- Does your sales team have clear, written job descriptions, expectations, goals and well defined time frames for completion? Yes No
- Does your team close sales mainly on "benefits & value"? Or just price. (Tell the truth) Yes No
- Has your sales team consistently met their goal the last six months? Yes No
- Does your sales team never complain, "I don't have any leads" or "there's not enough guest traffic"? Yes No

Scoring: 1 Point for each "Yes" answer

8 - 10 Highly Effective
6 - 8 Moderately Effective
5 - 7 Kind of Effective
Below 5 Not Effective at all

You are doing well. Could you improve?
You are trying but what would a 20% improvement do for you?
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Seventeen Philadelphia-Area Fitness Facilities Form Business And Marketing Alliance

The Delaware Valley Alliance of Health and Sportsclubs hired Donna Loyle, former Managing Editor of *CLUB INDUSTRY Magazine*, as Executive Director.

Philadelphia, PA. - A group of Philadelphia-area fitness facility operators formed a business and marketing alliance in July. The Delaware Valley Alliance of Health and Sportsclubs ("the Alliance"), comprised of 17 fitness centers, will engage in programs such as co-operative marketing and promotions, legislative consulting, group purchasing, staff education and charitable events. The clubs are located in southeastern Pennsylvania southern New Jersey and northern Delaware.

Jim Worthington, owner, Newtown Athletic and Aquatic Club, Newtown, Pa., was named

President of the Alliance. "I believe the formation of the Delaware Valley Alliance will prove to be a truly significant event," said Worthington. "It will not only improve the quality of health clubs for both members and club operators regionally, but will also be a model for the fitness industry at large."

Other Alliance Officers include the following: Mitch Maday, General Manager of The Sporting Club at the Bellevue, Philadelphia, Pa., was named Treasurer; Linda Mitchell, marketing manager of Newtown Athletic and Aquatic Club, was named



Donna Loyle

Secretary.

Donna Loyle will be re-
(See Alliance page 29)

The Good, The Bad, The Ugly... Why Outsourcing May Be For You

By Tony Ferraro

I have seen it all. The good, the bad, the ugly, the mom & pop to the 100,000 square-foot facilities. They are all the same business just different sizes, but which ones are more profitable?

The ones that have a handle on their accounts receivables. The ones that do not wheel & deal on membership prices. The ones that do not sell their receivables, current or delinquent. The ones that understand the value of a quality billing company handling all their billing, collecting and data base management needs.

Outsourcing is one of the ways companies are saving thousands and millions of dollars every year. Banks, hospitals, hotels, management companies, and yes, successful health clubs all outsource the business functions they are not equipped or do not have the exper-

tise to handle in-house.

One reason a business goes out of business is because they get away from the main reason why they are in business and deviate from producing the product and/or service they are experienced in producing. They believe they can save money by handling all the management functions in house that are necessary to operate their business.

If this were the case then we would not need exercise physiologists, tailors, auto mechanics, plumbers and electricians, accountants and lawyers. Well, maybe we could do without lawyers. Anyone can take the time to learn these trades and do the work themselves. However is that the most cost effective way to run your business?

No! The time you are



taking to learn and/or do these jobs you could be outsourcing is time lost on producing the product and/or service you are in the business of selling and providing. Also, the money that you spend training and implementing these business functions could be allocated to the profit centers of your business.

However, when you do decide to outsource, the company you select should be flexible enough to meet your needs. A company that can customize its

services and/or products is the company for you.

I have dealt with hundreds of health club owners, and almost everyone wants some little change made to our software packages and/or how we handle the billing, collecting and data base management of their accounts. It is through this quality service and by understanding the needs of each of our clients that has allowed us to maintain a very satisfied clientele.

A billing & collecting company should realize that its clientele will understand the value of outsourcing, the value of being able to make changes without investing money to revamp the way their members monthly billing is managed. A billing and collecting company should be able to adapt to the changes in their client's needs.

And do not let the cheapest prices be the deciding factor when you select an out-sourcing company. Your decision should be based on service as well as price.

With our in-house programming staff, we can customize our packages to meet your needs. Our newest Windows '95 version of Express Check-In, with picture-on-screen and Point-of-Sale, has just been released.

We are not afraid to compare our service and prices to any other company and/or your own in-house system. We will provide you with a free cost analysis of exactly what it would cost to have us manage your billing and collecting of your members dues.

Give me a call at (800) 766-1918 to find out how we compare to other full-service billing and collecting companies. (Tony Ferraro is the President of Electronic Billing & Collecting Services).



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Runnin' Cool Sells 1,117 Units In 5 Minutes On QVC!

Chosen as one of the "Quest for the Best (Inventions) in 50" by QVC, the entrepreneurial grandmother, Ginny Fitzgerald, presented the product she developed with the help of Dupont, to a capacity audience. The presentation was televised nationwide. Her product, RUNNIN' COOL, is an award-winning, and patented, soft-sided thermos; essentially a designer jacket for designer water. A 300% increase in bottled water sales in the past 8 months certainly indicates more and more people are buying and taking water with them wherever they go - whatever they're doing. Now they have a reliable way to not only carry that water, but to

keep it cool, or even cold (if partially frozen first).

The idea for the product came as a result of Ginny's spending a summer (unexpectedly) in Dallas, Texas, where she observed people on a daily basis buying chilled water on their way to work, often paying a premium. They would take it outside, condensation would immediately form, the bottle would get wet, the water would get warmer, and they would be doing what Ginny calls, "the great water bottle juggling act of the 90's", the newspaper, traveler coffee, briefcase, water bottle, keys, etc. She kept thinking, "Here are all these people doing something won-

(See *Runnin' Cool* page 29)

MANAGEMENT HAPPENS WITH GERRY FAUST...DON'T MISS OUT!

"MANAGING TO PRIME" by Gerry Faust. (Audio tape series with workbook)

This six-tape audio cassette series provides an in-depth discussion of management roles, managerial styles, organizational life cycles, and the process of creating organizational changes. Done with the same style, humor, and enthusiasm of Dr. Faust's speeches on these topics, this series provides the depth that many of the shorter speeches cannot. Accompanied by a detailed workbook with concept notes, provoking questions, exercises and guides that will give you an even greater insight into your people, your business and yourself.

"MAKING MANAGEMENT HAPPEN" by Gerry Faust. (Video cassette tape with workbook)

Organizations go through predictable patterns of growth and development. As they grow, the culture of the organization changes and the organization faces new and different challenges. In this video cassette tape presentation, Dr. Faust discusses the four critical roles that management has to develop and keep in balance to ensure steady life cycle progress, and how to take charge of your organization's drive to PRIME.

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EXERCISE ENTERTAINMENT OPTIONS

CardioTheater Widens Its Exercise Entertainment Product Line To Offer Clubs The Biggest Selection Of Superior Products

As the leader in Exercise Entertainment™, CardioTheater offers the widest range of cardio entertainment systems to attract new members and keep them coming back.

With CardioTheater, not only can you add life and excitement to your cardio room, you can also create a new profit center in your club that offers the ability to recoup your investment. And fast. With a CardioTheater® Exercise Entertainment system (in a wired or wireless format), you will increase sales and improve retention as well as have the option to sell headphones in your pro shop. Your CardioTheater can also be designated as an "upgrade" area of your club..several clubs have already recouped their entire investment based on this option alone. Club owners are always pleasantly surprised with the rapid return they have received from installing Cardio Theater.

Whether you operate a large or small facility, CardioTheater will work with you to offer you the

system that is best for your club. Your choices include:

CardioTheater in a wireless format - offering the same great benefits as the wired system without the need for wires from one unit to the next. This system offers the club owner increased convenience and flexibility while keeping installation costs and concerns to a minimum. Several equipment manufacturers have already begun making "CardioTheater ready" equipment. Club owners should ask their equipment manufacturers about modifying their equipment for Wireless CardioTheater.

CardioTheater in a wired format - the Classic Exercise Entertainment system that has offered club owners outstanding performance time and time again.

Fitness FM - an entry-level system allowing members to hear the audio from televisions or digital music using a walkman-type FM radio. It is a more economical system for clubs not ready for CardioTheater and offers fea-



OLYMPIC VILLAGE HEALTH CLUB: CardioTheater is an Exercise Entertainment system that enables members to listen to any one of a multitude of audiovisual selections (TV, radios, CDs, etc...) while exercising on cardiovascular equipment. Simply by using headphones, members enjoy crystal clear stereo digital sound.

tures and benefits that are superior to other FM broadcast systems. Plus, satisfaction is guaranteed with CardioTheater's exclusive UPGRADE ASSURANCE PROGRAM.

Since day one, our customers have always come first. We place the highest priority on assisting customers in any situation. CardioTheater listened and took steps to further enhance our

position as the specialist in Exercise Entertainment with new products.

For more information call 1-800-CARDIO -1 or 404- 848-0233. (By Cindy Welter, Director of Marketing.)

Alliance...

continued from page 26

sponsible for administering the Alliance's day-to-day operations; recruiting member clubs; planning cooperative staff education programs; establishing charitable and philanthropic Alliance programs; and representing the Alliance to legislators, insurers, media personnel and others.

The Alliance already offers plans which provide club owners with discounts on property, liability and Worker's Comp insurance, fitness equipment discounts and staff certification. Continuing education programs are planned including a presentation on Customer Service by Jeff Stokes of Club Services on December 12, and on January 16th, a presentation to improve membership and other sales by Karen Woodard of Premium Performance Training entitled: "Polish Your Sales Skills For Shining Suc-

cess".

"In many cases, these Alliance club operators are direct business competitors," said Loyle. "Yet, they've decided to forego their competitive instincts and, instead, pay money to join a group whose mission is to serve their common goals."

Loyle notes that one of the Alliance's primary goals is to compel more people to adopt physically active lifestyles. "The Surgeon General's office reported last year that 75 percent of the American population does not exercise enough to see health benefits," She said. "As a country, we are paying dearly for this inactivity: Obesity, linked to numerous life-threatening diseases, including heart disease and some forms of cancer, is rising sharply. These club operators, as a group, are trying to educate more people about the health risks associated with sedentary lifestyles."

For more information about the Alliance, contact Donna Loyle at (302) 736-3102.

Runnin' Cool

continued from page 28

derful for their health and well being by investing in good water on a daily basis, and if they buy cold water in the morning, don't they at least want cool water by lunch? Why aren't they putting it in something to keep the water cool?"

Thorough market research resulted in products that helped with the carrying part, but didn't keep the water cool. She decided what the world needed was a really great looking, highly effective and multifunctional, insulated water bottle carrier. So, she picked up the phone and called DuPont to see if their highly engineered insulating materials that she knew kept her warm in the winter, would keep something cool in the summer. Nobody had ever asked DuPont that before, and they were so in-

trigued, they helped take it from the idea stage to reality. In 13 months, 'RUNNIN' COOL' was in the *Dupont Magazine*.

The patented design includes a panel pocket for keys, license, cappuccino money, etc., and the fully removable shoulder strap converts to a belt, enabling fanny pack style of use. In addition, 'RUNNIN' COOL' design allows them to be used as handweights, with the panel pocket providing support for the hand, eliminating the need to grasp. Every 'RUNNIN COOL' comes complete with a one liter bottle and sport cap. 'RUNNIN COOL' features quality construction and is available in a number of designer colors. Embroidery of club, or corporate logos on the pocket has met with excellent results.

Among the many applications, 'RUNNIN COOL' is used as new member gifts, in pro shops, as referral gifts, incentives in fitness centers and as a personal care item in the world of corporate gift giving.

RUNNIN' COOL-the product is unique, but so is RUNNIN' COOL the company!

As we focused our sales and marketing efforts in the fitness industry, an opportunity developed which enabled us to add fitness charts to our company profile. Consistent with RUNNIN' COOL quality, we are able to offer the most complete range of fitness charts available from any single source in the world! These attractive, physiologically accurate and educational charts, are a major help in any gym setting, as well as beneficial on the sales floor of all fitness stores. From grade school health programs to drug education and physical therapy regimens.....RUNNIN' COOL has it all!

All RUNNIN' COOL products are available at selected locations throughout North America. Ginny Fitzgerald will be at Booth # 1261 at the Club Industry Trade Show. For more information, call Linda at 1-800-582-6651 or fax (203) 622-1549.

...Norm's Notes

continued from page 5

They are now negotiating for sites all across the Pacific Rim in: Manilla, Bangkok, Taiwan, Seoul and have signed a lease in Singapore. Stay tuned to The **CLUB INSIDER** News for future updates.

BRYAN ANDRUS has left Life Fitness after 18 years to join Fitlinxx as Vice President of Business Development.

You see our little "MAKE IT FUN" adds each month as our small effort to keep you focused on a very important aspect of our industry. I believe strongly that if it ain't fun, folks won't keep doing it for long. The **PACE CIRCUIT** has proven over the years that exercise for all sorts of folks can really be fun. Now, **RANDE LaDUE**, formerly with Heart Rate, Inc. has taken on the role of National Distributor for PACE, a role which reunites him with Henley Healthcare, his former employer. Rande can be reached at **PRO*FIT ENTERPRISES**, his new company: (888) 604-2244. Good luck Rande in your new role.

IHRSA has published a paper on "Managing Difficult Members Fairly and Legally". Those of us who have owned or managed clubs have all had them. They need special care and handling. For information on this and IHRSA Membership call: (800) 228-4772.

Congratulations to **STEVE GOLDMAN**, co-owner of the **Weymouth Club**, South Weymouth, MA., a veteran of 25 years of tennis coaching, who has been named the 1997 "Coach of the Year" by the New England Division of the United States Professional Tennis Association (U.S.P.T.A.)

DEBRA SIENA and **MICHAEL MAHONEY** have been promoted by **Tennis Corporation of America** to Vice President to focus on TCA's development of corporate and hospital fitness facilities.

LEE HILLMAN has announced that **PAUL TOBACK** has been hired as a Vice President of **Bally Total Fitness**. Paul's initial responsibility will be to oversee opportunities in contact services, asset management, international situations and club manage-

ment. Toback came to Bally from **Globetrotters Engineering Corporation** and prior to that was Executive Assistant to White House Chief of Staff, **MACK MCLARTY**.

JEFF STOKES of Club Services has developed a new Shopper Kit for people that would like to develop an internal "secret shopper" program.

Chicago's Mid-Town Tennis Club® Head Pro, **JOHN TRUMP**, has named **CHEU LY** to the club's professional staff. Ly comes to Mid-Town after more than five years of teaching experience with **Saddle & Cycle Club** in Chicago.

A few years back, **DAVID LLOYD** sold his chain of sixteen tennis/athletic clubs to the giant **Whitbread Corporation**. Sources say Whitbread didn't obtain a non-compete clause in the deal with Lloyd, the Captain of the Davis Cup Tennis Team for England. So, Lloyd is now going back into business developing new clubs in the U.K. Good luck David.

More overseas news from our roving reporter is that the giant **Bass Ale Conglomerate**

is trying to acquire the **First Leisure Club Group** in England.

TONY deLEEDE, the owner of Atlanta's **Australian Body Works** and co-owner of the very popular **CardioTheater**, is

on another growth and improvement charge! DeLeede, fresh from Australia, opened his first club in north Atlanta in 1982. Now, he is now under construction on his 17th location which will be located in the Colony Square

Mall Midtown, Atlanta with opening projected for early '98. Additionally, he is relocating his Sandy Springs club to a brand new facility about a 1/2 mile north in the Marshall's Plaza. That facility will be 17,000 square feet and will be patterned after Tony's **Olympic Village Health Club** which he operated in the **Centennial Olympic Village** in the Summer of 1996. He is also under construction on a 25% expansion of his location in Roswell, Georgia. The new Midtown and Sandy Springs facilities will feature the new **DOUBLE CardioTheater®** and **BODY PUMP** Program.

DeLeede is relocating his Corporate Offices to the new Sandy Springs location and he is building an **Outback Training Center/Conference Room** which will be made available to members free

of charge for meetings and community events on a space-available basis. Tony is rapidly gobbling up huge chunks of the Atlanta market with state-of-the-art facilities and great service.

Another amazing entrepreneur, **DOUG LEVINE**, the owner of New York City-based **CRUNCH FITNESS**, has just opened his first club in Japan and has signed a deal for his first location in San Francisco.

According to sources, **The Fitness Company** has hooked up with a Canadian investment banking firm and raised capital to buy some of the many clubs they have been managing. Also, Fitness Company President, **STEVE SMITH**, has hired **JAY KELLY** to head up a hospital club division and has done a Joint Venture deal with former TSI boss, **MARK TASHER**.

EQUINOX in New York is preparing to open their 5th location, this one in the **Barbizon Hotel**.

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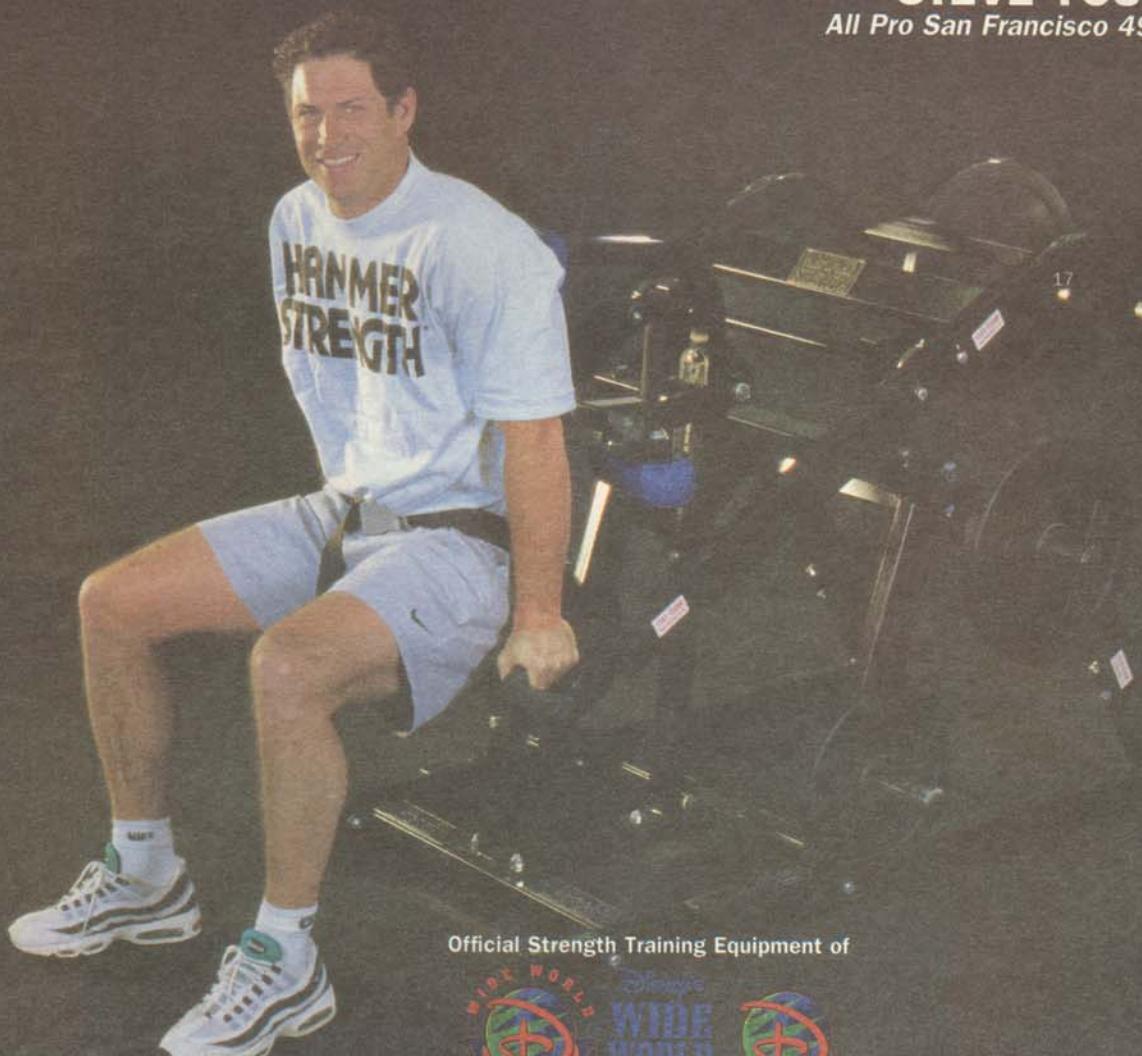
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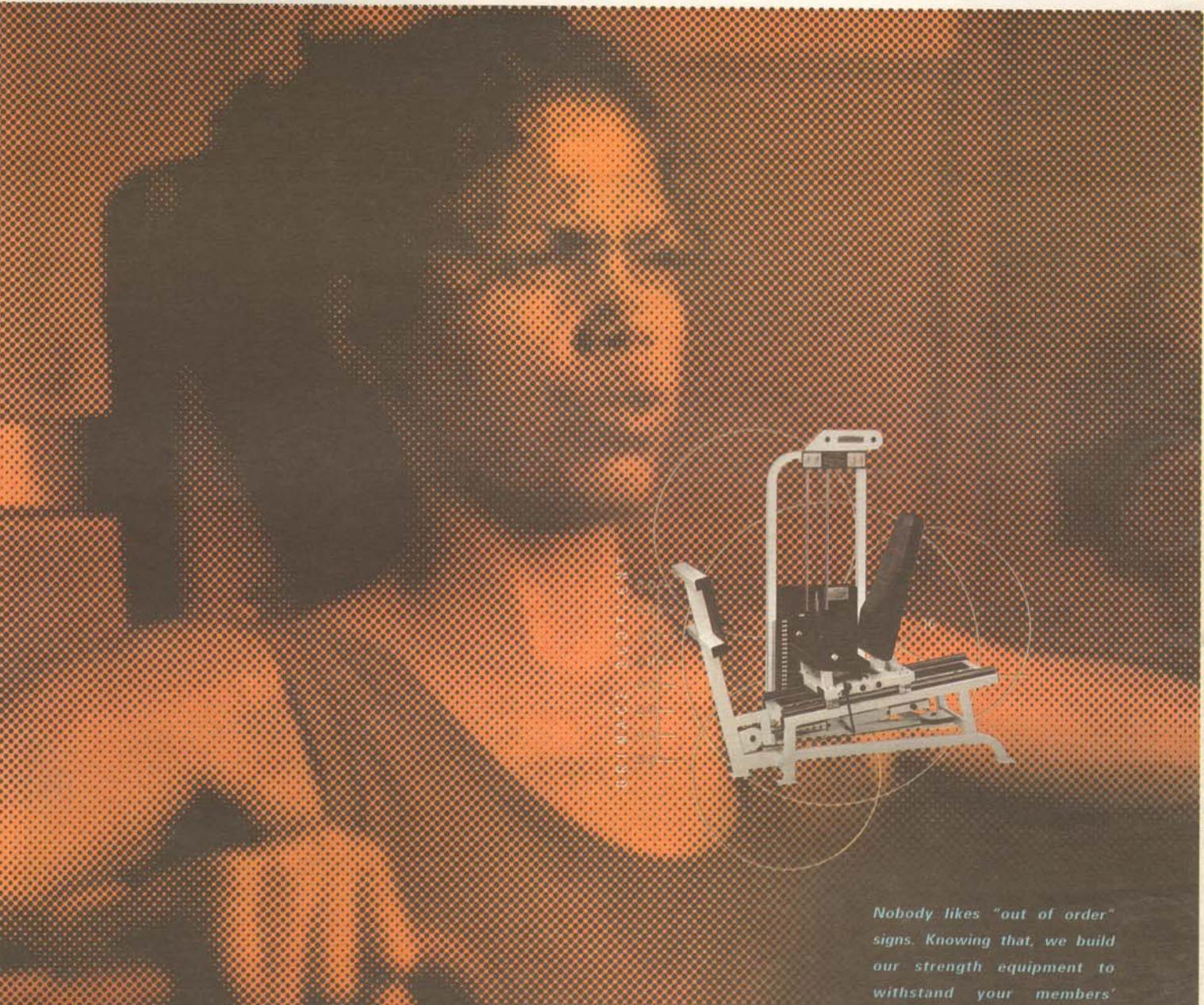
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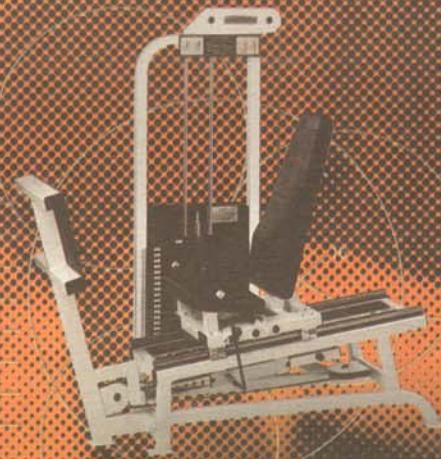
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