

NATIONAL FITNESS TRADE JOURNAL

Fall 2012

The Industry Guide for Fitness Facility Management

Andre Agassi
and Trainer Introduce

BILT by
**Agassi
& Reyes**

see page 6



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Andre Agassi
and Trainer Introduce

BILT^{by} Agassi & Reyes

by Jeffrey Eisenband, ThePostGame.com

In the spring of 1990, Gil Reyes was head strength and conditioning coach for the UNLV basketball team that won the NCAA title. But instead of returning for a shot at a repeat, Reyes took on a new challenge: Training a young tennis phenom named Andre Agassi.

Born with the back condition spondylolisthesis (displacement of vertebra) and topping out at 5-foot-11, Agassi needed to work that much harder than his competition. Reyes and Agassi came up with an idea to level the playing field: Build their own customized fitness equipment. Reyes combined his fitness knowledge with Agassi's desires as a player to hand make new fitness equipment.



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"I needed Andre to teach me what he needed as an athlete, as a tennis player," Reyes says. "The design certainly had to apply to his needs out there, so you might say it was a perfect collaboration of me wanting to learn what he needed and him being such a good teacher at telling me what he needed."

For two decades, Reyes built equipment for Agassi, who won eight Grand Slams, an Olympic gold medal and spent 101 weeks as the ATP No. 1 player. Agassi retired from Hall of Fame career at age 36 in 2006.

In 2012, everyone has a chance to train the Agassi/Reyes way with a line of 12 machines based on their designs. The equipment is constructed in the ways Agassi desired to train, while they also stress their long-time concern of safety.

"It doesn't allow you to get yourself into a compromising position," Agassi says of the machines. "It allows you to increase weight without exposing those little bits and pieces
t h a t

don't have the capacity a muscle has: The tendons, the ligaments, the joints and so forth."

One of Agassi's favorites is the change of direction (C.O.D.) machine. "It will get rid of and sort of make obsolete the best and worst lower body exercise known to man, which is the squat," he says. According to Agassi, the C.O.D. machine is safer than normal squat lifting because shoulder padding is used and the weight remains fixed. Users worry only about lifting the weights, not keeping weight from moving into a dangerous position.

"One might look at that and say it sounds like it should be at every college and university in the world and every high-tech training facility in the world and the answer's yes," Agassi says.

Two other notable machines are the bench press and the hip flexor machine. The bench press is designed to eliminate the most dangerous part of the exercise: The liftoff. "It's destabilizing to gather yourself before you make your first move and your spotter better know your habits because timing is so important to a lifter getting their best lift in on that particular lift," Agassi says.

Reyes has revolutionized one of the oldest contraptions in fitness. He developed a set of arms that help bring the bench press bar to a person's sweet spot above their chest. When the individual takes the bar off the arms, they snap back out of the way.

"If a BILT by Agassi & Reyes bench

continued on p. 8



FLAT BENCH

Dual retractable arms set the weight safely over the lifter



ISOCURL

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QUAD

Versatile system targets upper and lower body



LOW BACK MACHINE

Position promotes a safe lift and stretch



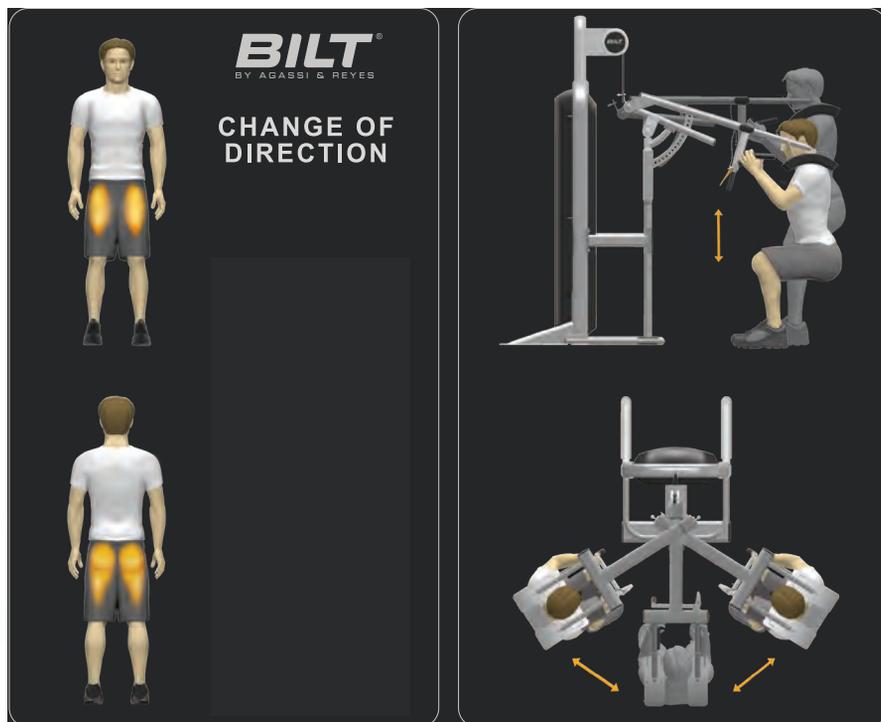
POWER STRIDE

Independent foot plates promote balanced strength and coordination



C.O.D.

A unique combination of weight resistance and movement



The ability to perform squatting/knee bend movements along with lateral movements such as side steps, shuffle steps or skip steps, is innovative and exciting.

press is sitting next to a standard bench press, it will literally look like the difference between a Smart Board in a classroom versus a hundred years ago having a chalkboard,” Agassi says.

Although Reyes jokes all the machines are “like my children, so I love them all equally,” he points to the hip flexor as a machine that especially strengthened Agassi’s career. The machine builds muscles in the legs and hips while the user exercises in a running motion.

“Jumps out on me most significantly and emotionally,” Reyes says. “I remember ... Andre just grinding and grinding and grinding away on that machine.”

Sure, BILT machines were originally constructed for a world-class athlete, but that does not mean average gym goers should be intimidated. “We truly believe the intention was that they could be compatible with athletes or non-athletes alike and their bodies,” Reyes says. “The design is unique and safety first.”

Safety is the key focus of BILT. Constructed with Intellilift technology (BILT’s spring-enhanced weight stack system), each machine alters its formula based on the weight level.

BILT CEO Steve Miller believes the line will have “some great competitors,” but believes BILT has one important factor going its way: Uniqueness. “A couple of the products are different than anything in the market that people just have not seen before. All of them have been patented and registered and we’re really happy about that,” he says.

The price of BILT equipment ranges from \$1,000 to \$6,000. Distributors will be set up in India, Japan, Russia, Germany, Switzerland and other nations.

For Agassi and Reyes, BILT is not just about the business plan, but also the two-decade journey.

For more great sports and fitness stories, visit ThePostGame.com

For more information on BILT, call (702) 215-2181, write info@biltbyagassiandreyes.com, or visit www.biltbyagassiandreyes.com.



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X-LAB

Reinvent Group Training

Seven years ago, CrossFit had 13 gyms nationwide. Today, there are over 4,000 affiliates in 67 countries.

This rapid growth is not only due to the popularity of functional and high-intensity training, but to the group style sessions led by a trainer. This greater sense of community and effectiveness for members doesn't need to be lost on traditional health clubs. The Torque Fitness X-Lab is the solution. The X-Lab was designed specifically for health clubs to offer a strength solution for group training. It allows them to offer this same level of camaraderie that comes with everyone working out, challenging and encouraging each other all in safe functional group training sessions led

by a trainer. It is built using the same high quality components, paint finish and oval tubing as other high end strength equipment creating an integrated design that belongs in a health club.

The X-Lab is a scalable and customizable functional training system that offers true group training.

Up to 14 people can work out simultaneously on the X-Lab 5, but what makes the X-Lab unique is that it is the only system available that allows one trainer to take up to six individuals through the same movements simultaneously, thereby offering safe and effective instruction and monitoring to all individuals.

With eight specialized workout station options, the X-Lab is also completely expandable and customizable. Available options include Ball Target, Ground Rotational Trainer, Heavy Bag Anchor, High Suspension Anchor, Ball Rebounder, Dip Attachment, Adjustable Step, and Accessory Trays for storing kettle bells, medicine balls and other training accessories. Personal trainers will be limited only by their own imagination with the expanded functionality these options bring.

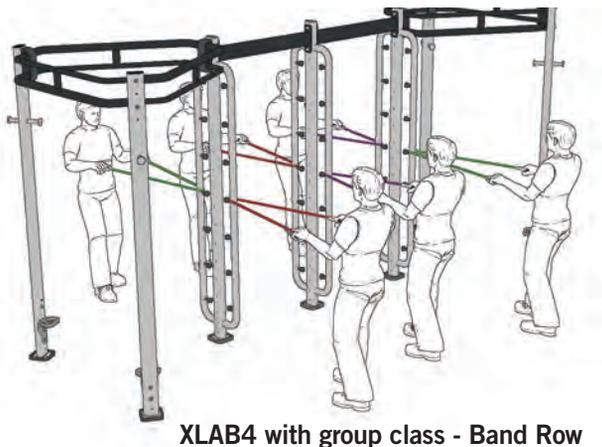
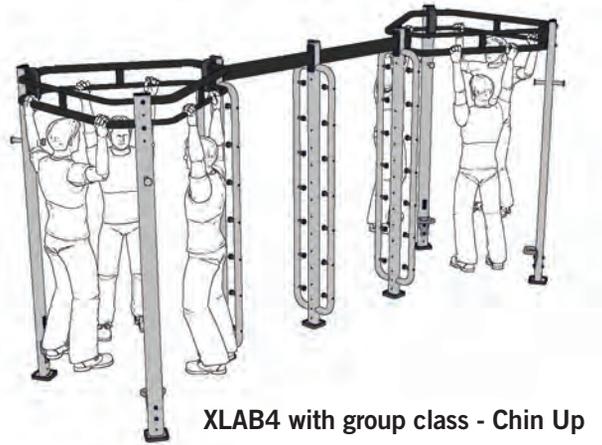
From the X-Lab 1 to the X-Lab 5, the X-lab is fully scalable. This scalability allows a club, tight on space or budget, to create a specialized group workout profit center for as little as a \$1000.

With a 6' x 6' area and a minimum investment of an X-Lab 1, three individuals can perform an array of simultaneous movements such as TRX suspension training, pull-ups, and resistance band exercises. This unit can then be customized in the same footprint for additional exercise movements or expanded to an X-Lab 2, 3, 4, or 5 at a later date to allow for additional individuals.

Placing an X-Lab and conducting group workouts in the middle of a club not only elevates the energy level of the whole facility, it also encourages participation. A facility can also turn unused areas such as racquet ball courts into profit centers with group training and the products that Torque has to offer.

The Torque X-Lab presents a unique opportunity for dues paying fitness facilities. They can now directly compete with the emerging CrossFit and other group training centers and at the same time create a revenue center. Bored members will find something new. Members that are looking at CrossFit will rethink this decision once they see the X-Lab and other advanced training equipment from Torque Fitness. Torque Fitness products will attract new members because potential clients will find that health clubs, who have Torque Fitness, can offer the best of both worlds – traditional and group training.

The Torque Fitness X-Lab presents a unique opportunity for



your members to not only experience functional workouts, but to do so in a group setting under careful guidance from a single instructor. Whether it is excelling at high level sports or being able to lift their grandchild up with ease, you member's quality of life will improve with Torque Fitness.

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Gimmick, or Game-changer?



You're probably thinking to yourself - "it's a bike, it's a ball, it's some tubes - what gives?"

You're actually right - it's so obvious, it must be some new gimmick. It's those obvious, seemingly gimmicky inventions however that make us pause years after their acceptance and ponder - "now why didn't I think of that!?"

Nearly thirty years after Augie Nieto introduced his Lifecycle, nobody questions the use of a stationary cycle for a great cardio workout. The word 'core' has hit the mainstream - but it wasn't until nearly 15 years after the 'Swiss Ball' was introduced. Entire companies were founded and grown around products so simple as the bike and the ball. The same can be told of resistance tubing and companies like TheraBand, Lifeline and SPRI.

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Thomas Matthews, PhD at Case Western Reserve University agrees - "I like the freedom this setup offers. Having the luxury of everything right here in arms reach is really cool."

"I bought twelve BallBike® Revolution machines when they first came out because I needed something that was going to differentiate my two facilities from those around me," says Shana Newton, General Manager of Tone Fitness and Peak Performance Athletics in Northeast Ohio. "I'm accustomed to seeing demand drop a month or so after we introduce a new program or machine. Five months after introducing our BallBike® classes, we have to add more BallBike's to keep up with the demand."



Rick Suarez, founder and CEO of the company making BallBike® reflects – “when I first saw the concept of the BallBike®, I said it is the greatest fitness machine I’ve ever seen”. He goes on to point out – “we’re not like most companies that claim to know everything about everything. All I know is that we have a great product founded on three proven principles. I love watching how medical doctors, physiotherapists, fitness instructors and trainers light up when they ‘get it’.”

Suarez may be humble in his approach of what he knows and doesn’t know, but one thing is certain – The BallBike® is like nothing the market has seen in years. What do you think – is it a gimmick, or a game-changer? Time will ultimately be the judge,

but based on the early momentum of the company’s sales – it looks like BallBike® is going to be here to stay. Maybe another one of those ‘gimmicky inventions’ that I wish I’d thought of!

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Does This Outfit Make Me Look Fat?

Responding to Women's Fitness aspirations helps retain them as clients

In order to remain successful in any highly competitive market – and we are talking about retaining customers here – a business needs to differentiate itself in the minds of its clientele. And the best approach to separating yourself from the pack in essentially any market is to provide a better customer experience.



Ultimately the best way to provide a fitness experience that keeps pulling clients back is to help them meet or exceed their expectations and objectives. This is, in fact, the single most important factor in retaining your clients. But first you must understand what your clients' aspirations are and how you can provide an experience that helps achieve them.

Women's Fitness Aspirations

At the risk of over-simplification, the main title of this article does a fairly good job of framing the essence of women's fitness aspirations. Setting aside the humorous image it creates of a man fumbling around for a non-suicidal answer, it reflects a major underlying concern for most women who are participating in fitness activities.

This underlying concern, of course, is the belief that it is their body that needs work, not their outfit. This belief was the primary driver in their decision to hire a trainer or join a club initially, and their future decisions will be heavily influenced by progress in achieving sought-after body improvements.

The two most common objectives involve weight loss and muscle toning and, for the overwhelming majority of women, the repair checklist is dominated by the core and lower body - the tummy, inner thighs, outer thighs, and last but certainly not least, the butt.

To stand out from the crowd, you need an approach that improves outcomes. In short, you need to provide an enhanced customer experience by increasing the success your clients achieve in meeting their aspirations of weight loss and muscle toning.

The problem with a traditional conditioning program designed to achieve women's objectives – weight loss and toning of the core and lower body – is that it targets so many moving parts with so many different machines – which can become a burdensome combination for many clients. And when enthusiasm begins to flag, the chances for a successful program – and customer retention - drop dramatically.

One effective response is to make the client's program more efficient through the use of multi-purpose machines designed to work on multiple targets simultaneously. One such machine, the Helix Lateral Trainer, draws glowing comments from Ron Hemelgarn. Ron has been an international club owner for over 40 years and is the 1998 NFTJ Lifetime Achievement Award Recipient:



"The Helix is a great workout. Its lateral movement works the abductor/adductor muscles better than any other machine on the market. Women love the Helix because of its focus on the inner and outer thighs. After one workout they feel the soreness and they continue using it in their daily workout regimen which, of course, creates a high demand for Helix in the clubs."

Multi-purpose machines like the Helix that simplify, target, and shorten workouts while accelerating positive results greatly enhance the efficiency of a client's program and can only be viewed as an improved experience by the client. And this success will help drive retention of that client.

Why multi-purpose machines as so appropriate for women clients

For "bull's eye" targeting of women's fitness objectives, multi-purpose machines like the Helix are specifically designed to address all the items on the "repair checklist" – the core (tummy) and lower body (inner thighs, outer thighs, butt) - simultaneously.

Looking at this particular multi-purpose machine a little more closely, the Helix is a cardio machine that - unlike treadmills, exercise bikes, and ellipticals - works the body laterally in a side-to-side motion. Instead of simply working the front & back leg muscles, therefore, it targets all the lower

muscle groups simultaneously, plus it's perhaps the only cardio machine that engages the core.

By involving all the lower body muscle groups, this multi-purpose machine maximizes workout intensity which, in turn, boosts the calorie burn rate. Make no mistake - this is a challenging workout but most clients are happy to get 60 minutes of results from 30 minutes of work.

While advantages like these are right on-target for your women clients,

multi-purpose machines also serve a range of requirements for your male clients. Talking once again about the advantages of the Helix, Ron Hemelgarn states:

"The men use it because of its side to side movement, which is something that other machines don't provide and which they find enhances their performance for activities like hiking & cross country skiing.

"We survey our members – men & women - about every piece of equipment that we install at our clubs, and the Helix Lateral Trainer has a very high return ratio rating."

From a fitness professional's perspective, a multi-purpose machine like the Helix can become an important tool that enables you to address client objectives with more successful programs. And as this success becomes an improved customer experience, it will unquestionably increase the prospects for retention.

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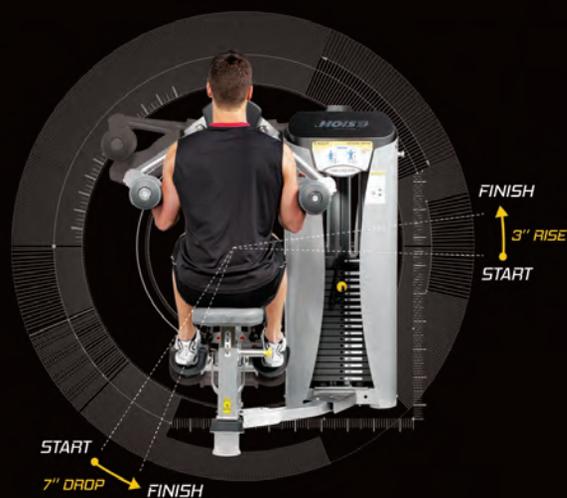
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Hampton Fitness Innovations

Every club should be filled with equipment that's both beautiful and fun for members to use. Club owners are concerned with qualities beyond end-user satisfaction – they also need attractive, low-maintenance products that improve facility appearance and increase safety. These needs are what guide Hampton's product innovations.

Hampton Fitness was founded on the idea that free weights aren't a "necessary evil" for fitness facilities; they're an essential part of the foundation of any gym. Hampton's founders had years of experience in iron and steel manufacturing before entering the fitness industry with the launch of Hampton Fitness in 1996. The company's dedicated team of

fitness equipment experts is headquartered in Ventura, California, and Hampton free weight products are sold both directly and through a large network of independent dealers all over the country. It's this strict attention to detail that sets Hampton products apart.

Hampton is committed to providing its customers with leading innovation that results in user-friendly products for gym members that encourage health and wellness. These innovations can be seen in products such as the Hampton Olympic Grip Plates, Gel-Grip Urethane Dumbbells, Dura-Pro-Style Dumbbells, and the Group Exercise staple - Jelly Bells. Yet, it's not only about the iron - Hampton knows that attractive, space-efficient storage displays can be as important to club owners as the weights themselves. They spend almost as much time on the racking design as we do on what's going on the rack.

Please feel free to contact Hampton Fitness at www.hamptonfit.com or call toll free at 877-339-9733 to speak with a customer representative.



Hampton's new HOG (Hampton Olympic Grip) plates have an advanced design that makes them more attractive and functional than ever. Generous grips make them easy to pick up off the floor or rack, and the recessed design all but eliminates the risk of pinched fingers when stacking.



The group fitness scene has never looked brighter. Jelly Bells™ are simply the best-looking aerobic dumbbells on the market. Durable, colorful Gel-Grip™ urethane makes them a pleasure to use. Each color corresponds with a weight, so members can easily keep track of which weight they use for their fitness level. In 2.5 lb. increments from 2.5 lb. through 15 lb.



Jelly Bells Club Pack



The new urethane coated Dura-Prostyle dumbbell's compact design allows you to choose from both vertical and horizontal racking systems. Their unique 35mm contoured handle features a fine coarse knurling. This design supports the natural arch of the hand and gives the end-user an exceptional experience in every workout. The Dura-Prostyle dumbbell delivers comfort, function and durability - the foundation of what club owners and gym members have come to expect.



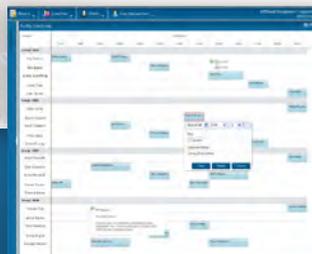
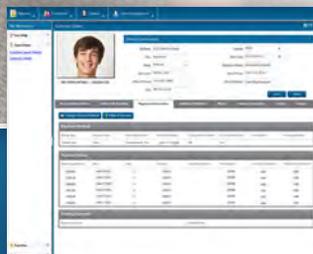
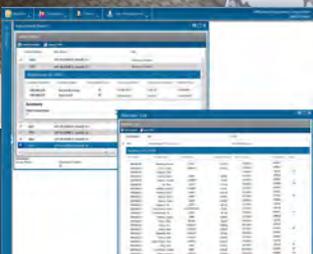
No other dumbbell attracts more attention and excitement than the Gel-Grip Series Dumbbell. The Gel-Grip urethane handle prevents your hand from moving during your workout. Its non-porous surface does not collect germs or bacteria as other knurled handles do. Their stainless steel face plates offer custom engraved decals for your brand name recognition. Available from 5-lb. to 52.5-lbs. in 2.5-pound increments and 55-lbs. to 130-lbs. in 5-pound increments.

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“Your clients probably drive to your club in a car with a plush, well-designed interior. Our strength equipment will make them feel right at home.”

- Adam Hubbard, Director of Product Management, Precor

Every club is looking for the next trend. Crossfit and Bootcamp workouts are great, but not everyone can do these movements. Adding personal trainers to the mix has a huge benefit to clubs. But there is a significant market out there for potential clients who either can't afford the expense of a trainer, are embarrassed to work with one, or simply have more of a “do-it-yourself” attitude.

Strength training is part of the answer for all of these people. There is no question that strength work positively impacts bone density, posture and the maintaining of muscle mass to help people remain active.

It's ironic that the equipment that used to put off many potential new members is now one of the reasons they are coming back, and staying. Twenty years ago you'd walk into a club and find the strength equipment off by itself being used almost entirely by serious male athletes. Strength was all about muscle mass.

10,000 people a day turn 65 in the United States. These people have the time, resources and desire to remain active.

There is a huge opportunity for clubs today. We're just moving into this era when baby boomers are in their 50s and 60s. They don't want to be sedentary and they realize that to maintain their activity level without pain and injury they need to work out. That's why when you walk into some clubs now you'll see that lean runners, middle-aged executives and 80-year old grandmothers have discovered the benefits of adding strength work to their fitness routines.

“When we developed our new strength equipment we took inspiration from premium appliances, luxury automobiles and electronics.”

- Adam Hubbard, Precor

“We believe that the key to building strength enthusiasts is to make it accessible,” said Adam Hubbard of Precor. He continued, “To appeal to the new strength user, we took inspiration not from other exercise equipment, but from other consumer products. We looked at high-performance kitchens. We talked to people about their car interiors. We observed people using their smart phones. All of the insights we gained led us to how we approached the development of our Discovery Series.”

It's human nature that when we get used to the look and feel of fine upholstery and the intuitive functionality of today's devices, we come to expect them in everything we use. So when Precor developed the Discovery Series Selectorized Line and Plate Loaded Line, they made them less intimidating by lowering the height of the equipment and by using translucent panels that allow in light to create an open and inviting workout environment.

They made adjusting the equipment extremely easy and intuitive. Easy-to-understand panels that visually demonstrate

correct form have replaced the long-winded verbal explanations found on most old equipment. If users are still unsure about how to use a piece of equipment, there are QR codes that enable users to quickly go to their smart phones to view 30-second how-to videos.



“We really focused on doing everything we could to take the intimidation away from strength equipment. Our goal was to eliminate excuses and make it inviting and approachable.”
- Pete Borchert, Director of Strength Product Development.

“It was important for people to see themselves using this equipment,” stated Pete Borchert, Director of Strength Product Development at Precor. He went on, “We focused on the experience of most people when they buy a car—they look forward to every opportunity to drive it. We wanted them to have that experience with exercise.”

The Discovery Series was designed to be user-friendly for a wide variety of exercisers, from the most serious strength users to those just trying it out. Even though Precor developers focused on welcoming these new users, they didn't lose sight of a club's core members. Pete Borchert explained, “Throughout the development stage we made sure that it provided an authentic and improved experience for the serious strength exerciser. We quickly found that once these people tried the new equipment, they didn't want to go back.”

Precor accomplished this by focusing on the user's experience. They made every piece function more smoothly. They used ergonomic materials that were comfortable and made it easy to get the right fit with precise adjustments for seats and weights.

“My club used to look like my first apartment with it's mismatched furniture. Now that I've gone with one manufacturer it really has more of a wow factor for people on tours.”
- Tim, Club Manager

Many progressive clubs are taking their strength equipment out of dark, remote rooms and integrating it into the flow of their cardio equipment. This trend started in Europe and it's having an impact in clubs here in the U.S. by breaking down the stereotypes and making strength more approachable.

Precor specifically designed their strength equipment to visually fit in with the other equipment you probably already have on your floor. This continuity definitely raises the visual impact of a club and sends the message that your organization is professional and technically advanced.

For more details, contact your Precor representative or contact us at 800-786-8404 / comms@precor.com

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The WOW Factor of walking into a FitWall® Studio, or Training Zone, is tremendous, and as the client experiences more and more of the FitWall® the “wow’s” get bigger and deeply profound as they realize the limitless potential it offers them. Not only does a FitWall® Studio or Training Zone offer so much variety and efficiency to the clients, it is always exciting and challenging as time goes on and the programs change with the client.

Fitness centers that dedicate controlled space for FitWall® Training Zones not only increase their offerings, but increase their return on invest per square foot with a truly unique and exciting modality of exercise that allows the facility to charge more for sessions without the client comparing it to anything else. It allows the value to be set instead of assumed as the client has no prior experience to compare it to.

The programming supplied to FitWall® licensees can accommodate the beginner to the advanced athlete, and has opened the door to many different types of FitWall® studios that can specialize in a particular market’s needs. There is programming and protocols for general fitness, the senior market, rehab and physical therapy to name a few, and is uniquely proficient in the sports performance market challenging the best of the best.

FitWall® offers support to their licensees that starts from the beginning with assistance in floor planning and setup and can

supply detailed 3D models and blue prints with flow studies, including graphics and sign locations for maximum impact. Attention to details that are often missed or never considered puts FitWall® miles ahead in facility design. Whether it is a small room converting into a FitWall® Training Zone, or a larger stand-alone FitWall® Studio, the space efficiency is unparalleled.

FitWall® can help you identify your target markets and supply programming to fulfill its demands that are not only exciting and effective but more importantly sustainable for the client. FitWall® programming carefully considers and allows the client continual use over long periods of time, reducing the risks that inherently come with typical exercise modalities, keeping them a dependable revenue source.

Clients feel and see results quickly and begin to depend on what it delivers to them and their personal goals. The programming encourages excitement and can have deconditioned beginners and the extremely conditioned in the same session without either compromising their potential.

Its unique exercise modality offers more than just cardiovascular exercise, but demands increased physical and core strength through ergonomic movement without pinning joints between fixed points along segments of the bodies muscle chains. It allows the body to find its own natural path of motion from fingertip to toe, relieving pressures in the joints while properly stressing the muscle and myofacial tissues increasing coordination and balance simultaneously.

The elderly find it pleasantly adaptive to their needs and are surprised that it is easier than they thought it would be, doing



modified exercises and allowing them to exercise again, when they thought those days were over. It increases the balance and strength without threatening their joints. This benefit carries equally over to the youth market where threatening the growth plate is so often ignored for the sake of cash flow. Instead FitWall® allows for programming that can achieve results while lower the risks for children who now, more than ever, need to exercise regularly.

The multifunctional capability of the FitWall® seems to have no end, and the compact footprint amazes people once the potentials are realized. FitWall® Training Zones™ can be found in big box clubs like Golds Gym, Powerhouse, Worlds, Equinox as well as small personal training centers and studios. However, it is definitely not limited to clubs and studios alone. Law enforcement, athletic training centers, sports medicine and many more physically demanding markets utilize the protocols and benefit from the FitWall®. Specialized facilities such as PhysioMed utilize the unique benefits of the FitWall® which in turn feeds the studio and club markets with the continued demand for the FitWall®.

Many elementary schools and universities such as the Denver Public School System and CSU California have implemented the FitWall®, including those that focus on sports medicine and exercise physiology. It is amazing how the FitWall® has deeply penetrated the health and fitness industry around the world in such a short period of time. FitWall® studios and training zone licenses are growing internationally, and its ability to deliver high return on investment potential in small and diverse spaces fuels its growing demand.

FitWall® The Studio, in Cheyenne is the super studio of studios, and it has the ability to accommodate many markets proficiently in just under 5,000 square feet. Licensee and owner, Michael Bean, explained the studios ability to systematically cater to the general fitness, sports performance, senior and youth markets, allows them to offer services to rehab and special needs markets at the same time. Furthermore the FitWall® is not just for the capable person, but is superior in delivering exercise options for the handicapped and wheel chair burdened individuals. They offer services to the challenged such as MS, Autism, Alzheimer's, and more delivering specialized protocols for both the young and old bringing relief and renewed excitement to the clients. Michael explains that everyone who tries it loves it, and can not get enough of it, which makes it an easy and fast sale having a product that actually delivers. FitWall The Studio has found the programming limitless and can service all ages from 1 to over 100 years old.

The Cheyenne studio offers group training, one-on-one and rooms for private sessions as well. It also has a class room for educational seminars for the clients and public. Even the

restrooms show their desire to accommodate the handicapped being oversized and open making it very accessible and easy for a wheel chair and assistant to make the experience as pleasant as possible.

The atmosphere of the Cheyenne FitWall® Studio is impressively exciting, with color and technology. FitWall's® unique Training Control System™ visually monitors the heart rate in real-time at every station and collects data that is analyzed and evaluated for client status reports and modification. It has features built into it that assists the trainer in delivering a safe and efficient work load for the client without falling into the typical of overtraining. Both the client and the trainer know what the client is experiencing at all times and both can safely manage the experience and results.

FitWall® Level 3, or higher, certified trainers are on staff at all times, and a client is never left alone to blindly find a way to reach their goals. Whether it is group or private training, the client is supplied programming and support, relieving them of the burden and worry of what to do next. A variety of options is presented to the clients, both for programming and financial commitment, making it easy to package the services they want and can afford. FitWall® specializes in lifestyle programs that require less time from the client but delivers predictable results with a frequency of activity that positively changes the habits in a person's daily routine. They have 10 minute programs for the people in a hurry that devours calories. As POLAR demonstrated, at one of the trade shows, burning over 290 calories in 2.5 minutes of actual exercise on the FitWall®.

FitWall® programming is based on real movement patterns with a global demand of energy, not just a few muscles at a time, and has redefined functional training in all aspects. FitWall® makes getting specialized and effect training more affordable for the client while at the same time increasing profits for the facility. As Bonnie Goldmacher realized within a few weeks of opening their FitWall® Studio in Canada, has since acquired a second license, with a third pending. With FitWall® Studios now open in the USA, Canada, Venezuela, Ireland, and Kenya, to mention a few, FitWall® delivers results.

FitWall® is definitely the license of choice with more to offer than just the use of a name and a vendor list. It offers new technology and turnkey facility options with a new and exciting look and programming that is attractive to everyone. It is truly the future of fitness!

For more information contact them at:

www.FitWallTheStudio.com

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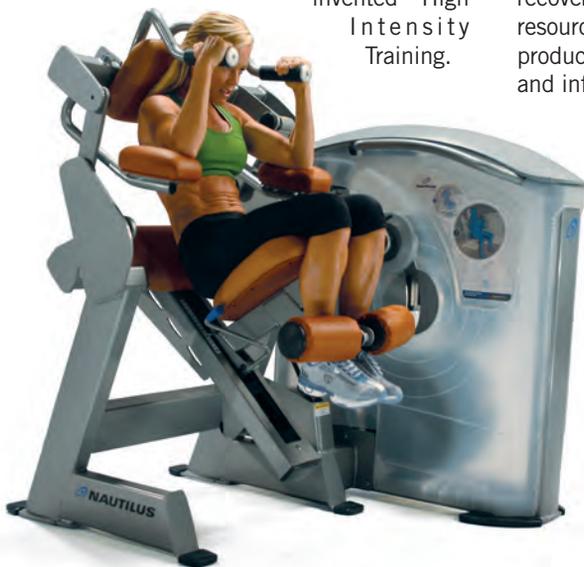
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Nautilus Commercial Fitness – a Worldwide H.I.T.

By Regina West

Of late, a flurry of articles regarding Med-Fit Systems, Inc. has been turning heads. In 2+ years since acquisition, and in the midst of an enormously challenging global economy, the new manufacturer of Nautilus® commercial fitness equipment has managed to successfully breathe life into the Nautilus® commercial division. The company has returned equipment manufacturing to Nautilus® commercial's Independence, Virginia facilities, where some equipment had been manufactured overseas under previous ownership. Med-Fit Systems has also had mammoth success in worldwide export and expansion. The company's CEO, Dean Sbragia, has expressed gratification that the company has been able to do their part to revitalize the US economy and the iconic American brand Nautilus®.

In addition to constant equipment improvement and innovation, another of the many reasons for this return of recognition to the Nautilus® brand is a worldwide resurgence in popularity of the H.I.T. (High Intensity Training) methods. As health and fitness enthusiasts around the globe return to this tried and true system, Nautilus® commercial, the biomechanically correct equipment that was originally engineered and patented with the H.I.T. principles in mind, has seen a paralleled return. Some would argue that over 40 years ago, with Arthur Jones and his engineers at the helm, Nautilus® invented High Intensity Training.



Professor Roberto Marago, Nautilus® commercial's advisory board member in Argentina, describes H.I.T. training and why Nautilus® equipment is superior in its execution:

"To achieve the kind of intensity that Arthur Jones defined in 1971, you need to carry each set to the point of momentary muscular failure. The last possible rep of the set, when 100% of effort is exerted, works as a trigger. It sends a signal to the body's physiological system that the current level of muscle and strength is not enough for living. This results in muscle growth only if your recovery system has enough biochemical resources available. So, in order to be productive, intense training must be brief and infrequent."

With modern life becoming more demanding and time becoming more constrained, it is easy to see one reason that busy people around the world are drawn to this more effective and time saving strength building method. But H.I.T. is doubly efficient, and goes beyond strength training, says Nautilus® commercial regional manager and fitness aficionado, Alex Fulton. "H.I.T. training with Nautilus®

equipment simultaneously gives you a cardio work-out. Maintaining that kind of physical effort and intensity as you go from one exercise to the next also gets the heart and blood pumping."

Professor Marago explains that true high intensity training is best achieved on Nautilus® commercial equipment, "No matter how hard you work, you will never generate enough intensity if resistance is insufficient. And you will never get correct resistance if you are using the wrong equipment."

In order to achieve the optimum resistance during the full range of motion, you need ALL of the following: rotary resistance, direct resistance, automatically variable resistance and balanced resistance. Professor of Exercise Science, Roberto Marago, "Nautilus® and only Nautilus® machines are capable of fulfilling all of these requirements. And so far, no other piece of strength training equipment has been able to match Nautilus® technology."

One of the reasons Nautilus® is superior for H.I.T. training is displayed in the picture on page 35 from the floor of the Nautilus® commercial manufacturing facility in Independence, Virginia.

This is a picture of just 18 of the different cams that Nautilus® commercial builds into their equipment. All of them are specifically designed to emulate the force variations through the range of motion for each particular exercise. Many are combined with four bar linkages and various fulcrum placements. Some Nautilus® units utilize more than one cam in their design. They are all made with the goal of achieving true variable resistance and optimum occlusion of muscles throughout the entire range. All of this is based upon the force curve production

science that made Nautilus® a world famous name. It is generally agreed that no other manufacturer does the same. Many fitness equipment manufacturers use just one or two cams implemented across an entire strength line. Some use none, and some use movements that have no foundation in exercise science.

Med-Fit Systems CEO, Dean Sbragia, weighs in, "None of these work as well as specialized cams, four bar linkages, and strategic counterbalances. Nautilus® commercial equipment works

replicate the biomechanics that make Nautilus® commercial equipment the world's best.

The same biomechanical considerations that make Nautilus® commercial strength the most efficacious also make Nautilus® commercial strength the safest. By properly aligning the body's axis of rotation with our machines, we ensure appropriate muscular skeletal stress to achieve results without causing injury. The real beauty of our design is that

Nautilus® commercial fitness model and H.I.T. master trainer, Markus Reinhardt has recently returned from a multi-city European H.I.T. seminar tour. Speaking in German, to a Swiss audience, Reinhardt highlighted the relationship between training stress and recovery. He echoed some of the same exercise science principles that Professor Marago frequently speaks on in Spanish, throughout Latin America.

Reinhardt summarizes his seminars, "I answered audience questions about my training with Mike Mentzer and about being a bodybuilding model and H.I.T. master trainer. I explained how Nautilus® commercial equipment fits perfectly with H.I.T. due to the variable resistance curve that is vital to achieve ideal muscular contraction. Interacting with my audiences, my team and I used several H.I.T. systems to demonstrate the superiority of the Nautilus® machines over others. No other equipment allows for the same feeling and contraction. H.I.T. requires a very evenly distributed force during the range of motion and a very high contraction towards the end of a fully contracted position. Only Nautilus® offers that. I think the H.I.T. tour was a success and I saw that Nautilus® has a lot of devotees in Europe. Coming from there myself, I can tell you that Europeans want to train effectively. They want a fast, less time consuming system. Combining H.I.T. (20 minute workouts, two or three times a week, depending on an individual's recovery ability) with Nautilus® equipment is what it is all about."

Nautilus® is not only the #1 most recognizable name in fitness equipment. It is also an enduring fitness philosophy that has spanned the decades, with disciples worldwide. In the words of the original H.I.T. visionary, Arthur Jones, "Superior equipment equals superior results."

To find out more about H.I.T. and Nautilus® equipment, contact Nautilus® commercial. Nautilus® commercial fitness provides interactive webinars that bring the showroom to you! Staff training is FREE, using either a webinar or a personal visit from a representative. info@medfitsys.com www.nautiluscommercial.com 800.874.8941 276.773.2881



From the Nautilus® commercial manufacturing facility in Independence, Virginia - just 18 of the different cams that Nautilus® commercial builds into their equipment.



Markus Reinhardt on his European seminar tour, talks about H.I.T. training with Nautilus® commercial fitness equipment.

for a reason. Over the years, there have been some copycat manufacturers, but we hold numerous international design patents and they haven't been able to

we can safely improve the strength, appearance and function of 25 year old athletes as well as 85 year old assisted living residents."

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The Trend of Non-Dues Revenue

by Sean Kirby, ASF International

Over the past year there's been a lot of discussion about the state of the fitness industry, and how it's recovering from the economic issues of the last several years. While clubs and manufacturers alike have experienced some ups and downs, overall we've been fortunate and, unlike some industries, such as booksellers, ours has not been negatively impacted by all the new technology. In fact, technology has actually enhanced certain areas of our business, but I'll address that a little later in this article.

I speak to hundreds of club owners on a monthly basis and have attended countless industry networking events, seminars and trade shows over the years. Because of my experience, I'm regularly asked the question, "Where do you see the industry going in the next five years?" I feel like in order to really give an educated guess about the future, you have to look at the past, so I began looking at numbers over the past three years. The reason I didn't look further back was due to the state of the US economy and how drastically it has changed how we operate and conduct business.

I wanted to explore three primary areas: the change in membership dues pricing, the change in member numbers per club and the change in additional non-dues revenue. As I began my research, I looked at ASF's database of over 3,000 locations and I decided to only look at US fitness facilities, thus eliminating tanning only locations, martial arts studios, and international business. These facilities include multi-purpose clubs, small studios, women's only facilities, and everything in between, so I had a great cross-section of industry data to analyze.



Here's what I found.

Over the past three years, the average monthly membership payment has increased by 5%. The good news is that it's an increase, but the bad news is that this is nothing to really brag about. In fact, some would say that this is barely a cost of living increase, or the cost of doing business. Others would say it's due to the influence of the "low price, high volume" business model, or all the new express clubs. While they may have some effect on this modest increase, I'm not sure that it is the sole reason. In my research, I

also discovered that the average number of dues paying members, per club, has decreased by 10%. Are we as an industry selling less memberships? Is member attrition to blame? Either way, based on this data and the fact that membership prices are not increasing at a larger rate than our total number of members, one might conclude from this that revenue per club would be lower now than three years ago.

So, with this "bad news", how are clubs staying in business and in some cases exceeding their revenue goals of the past? Personal training and other additional, non-dues revenue streams are the answer. To further understand how significant the impact of non-dues revenue is, I did a little research and found some articles on the International Health, Racquet & Sportsclub Association's (IHRSA) website. In doing so, I found IHRSA's 2011 Second Quarter Index, which reported the results of leading US club companies for April through June of that year. The survey, which represented a total of 503 facilities, showed that non-dues revenue rose 11.2% in that timeframe.

The most compelling number in my research through ASF's database was that amongst our clients non-dues revenue has increased on an average of 34% over the past three years! That growth is a tremendous reflection of the change in club operations and revenue generating centers within the new business model.

Two other articles on IHRSA's website advised that 10% - 15% of a club's total revenue should be coming from non-dues revenue. My assumption is that these authors were assuming all clubs

were charging some type of non-dues revenue, but the fact is that not all clubs are. I looked at some top performing clubs using ASF, with strong personal training operations and found that 25% to 36% of their total revenue came from non-dues revenue. Needless to say, this percentage is huge and the trend seems to be continuing to grow in this direction.

Make sure you have a plan in place to bill each service, ideally as a separate charge from membership dues, so it is easier for members to build their own custom membership from your a la carte options. Another consideration, especially for big ticket items like personal training, is breaking up big payments into smaller, less intimidating payments. ASF offers

the right direction. You should be able to pull these numbers easily from your club management software by measuring your non-dues revenue and be able to break that down further into each revenue streams. The goal is to maximize your revenue per member and make your club less dependent on a steady stream of prospective members and new sales.



So, where do you fall? Do you have a strong personal training or other non-dues revenue program in place? Other non-dues revenue sources that are strong performers for IHRSA clubs include: nutritional counseling, spa services, Pilates, food and beverage, and child and youth programming. If you're not already diversifying your revenue generating programs, it might be time to consider doing so.

Once you've got your non-dues revenue plan in place, you'll also want to take a look at some of the logistics for selling and tracking these profit centers.

what we call add-on billing for this exact purpose: you choose the type of service, tell us how much to bill and how often (we can even do weekly billing), and we bill each as a separate payment from the monthly dues.

Hand-in-hand with the billing is the tracking of these non-dues revenue streams. This is really where the new technology I referenced earlier can help our industry. How will you know if these programs are successful? Are you able to compare their sales and profit numbers to your membership revenue? It's important to know if you're trending in

For more information about billing and tracking of non-dues revenue streams, contact ASF International at 1-800-227-3859.



About the Author

Sean Kirby is National Sales Director for ASF International. In 1987, Sean got his start in the fitness industry while finishing his Marketing degree at San Francisco State University. As manager of the Marina Club, a small 6,500 square foot facility generating over \$100,000 per month, Sean learned the challenges of running a club. The Marina Club was ASF International's test facility and in 1990, he was transferred to Denver, where he has continued his career with ASF. Sean's involvement with the fitness industry was fueled by his younger days as a year-round competitive swimmer and Division I basketball player. Today he is on the board of FISA and has chaired the FISA East and FISA West VIP Networking Events for the past six years.

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The simplest and most energy efficient way to add air movement is a familiar concept—a ceiling fan. But large diameter, low speed Big Ass Fans aren’t your typical living room wobblers. These highly engineered air movers range in size up to 24 feet in diameter and use their immense size rather than speed to move air throughout an entire space, from high ceilings to the floor, and wall to door, addressing both comfort and safety issues.

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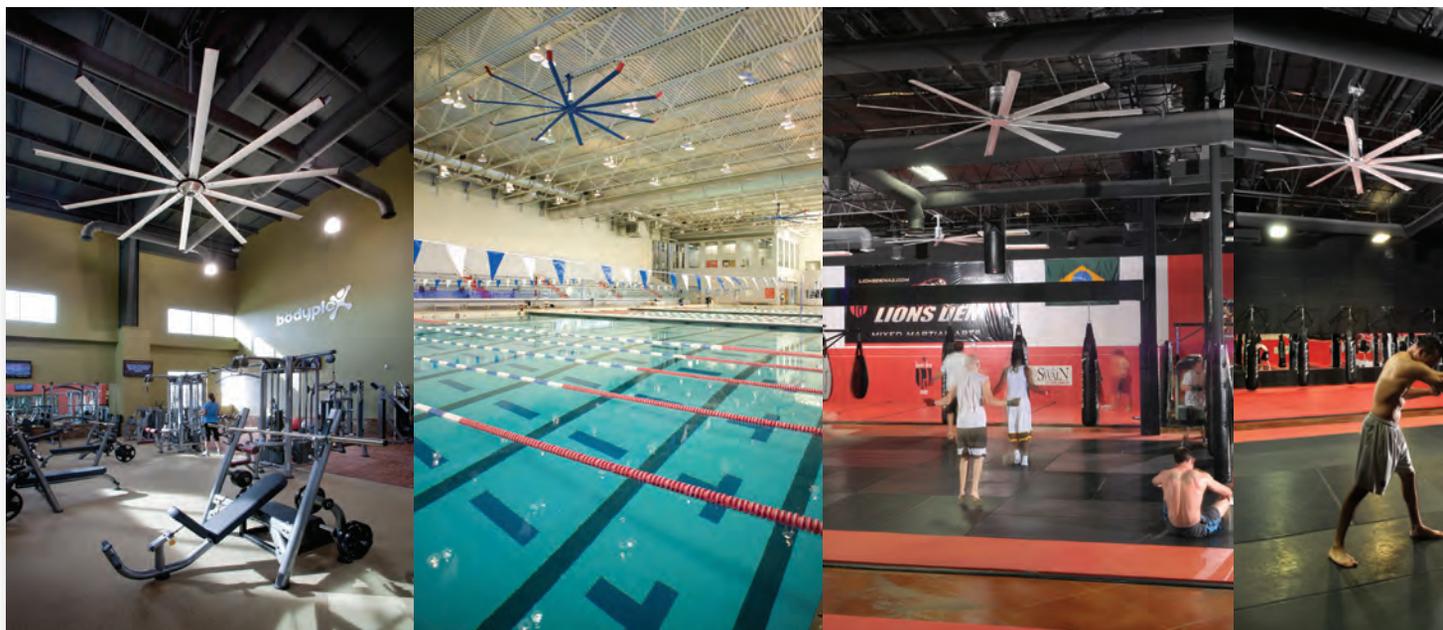
Indoor air quality (IAQ) is a mix of several contributing factors, including humidity and mold buildup, variable climates, toxins released from construction materials and a facility’s age.

Furthermore, many new facilities built with energy-efficiency in mind tend to be so airtight that ventilation with outdoor air is significantly reduced, trapping pollutants inside. Unavoidable in most construction projects are the numerous chemicals found in today’s building products, many of which have never been tested for their potential health impacts (Belew, 2010). The introduction of air movement within indoor environments is proving effective at assisting ventilation systems filter the air, as well as curtailing unwanted aromas.

In a traditional HVAC system in the winter, only about 80% of the fresh air brought into a space reaches the designated occupant level which means the system must compensate for the lost air to create a space that complies with ASHRAE Standard 62.1-2007, Ventilation for Acceptable Indoor Air Quality. The addition of Big Ass Fans fans to circulate the air down to the occupant level not only helps to keep IAQ levels in check, but also reduces reliance on the HVAC system. This air circulation also compensates for the insufficient mixing of the supply air and room air, and the natural buoyancy of the hotter air to remain at the ceiling level.

Numerous fitness facilities can attest to the comfort-improving power of Big Ass Fans, which provide cooling and refreshing air throughout the entire space. At Aim High Academy of Martial Arts of Beaverton, Ore., environmental conditions from heat and humidity to condensation were putting the staff, students and visitors under attack.

“We want to make sure our students have a good experience,



so their comfort level is a huge consideration,” said Taekwondo Manager Jim Null explained. “If they come to two classes and it’s unbearably hot, they don’t want to come back.”

With a 16-ft. diameter Big Ass Fan up and spinning, Aim High reports improved comfort, drier mats and eliminated condensation.

“The fan creates a little bit of excitement, and students can see that we’re really trying to work to make the facility better for them,” Null said.

Killing condensation for mold management

Mold spores are ubiquitous in both indoor and outdoor air. Controlling moisture is the key to controlling mold, which can become problematic where moisture is found, including persistently damp mats and towels. But air movement can help to prevent the establishment of mold by more quickly drying the surfaces on which mold can form.

In a hot, humid environment, the air movement provided by fans prevents the buildup of moisture on surfaces that might harbor mold by continually disturbing the thin sheet of stagnant air surrounding each pallet. By far the most efficient way to move air is with a large diameter, low speed fan. These fans use their immense size—not speed—to move a massive amount of air using very little energy.

The Lion’s Den, located in Scottsdale, Ariz., experienced myriad issues, from moisture build-up on mats to humid,

stagnant air, which were negatively affecting the facility as a whole.

Placing two Big Ass Fans directly over the mats not only directs airflow over the athletes but, as owner Scott Peters notes, helps dry the mats, which are mopped routinely throughout the day. Classes were formerly held up by the slow dry time.

“Dry time before [the fans] was 15 minutes, now the mats can be mopped and dried within 5 to 6 minutes,” he said. “The fans have enabled us to get in there between classes to mop and sterilize the mats.”

Along with improving comfort in his facility, the improved conditions have resulted in a recruitment tool for prospective clients. According to Peters, the fans have helped not only improve the comfort level of their current clients but for prospective clients that walk into our facility. “The increased comfort has added to our ability to sell our product,” he said.

In summary

Large diameter, low speed fans play a large role in improving IAQ by turning the air in the space over several times per hour, ensuring good air distribution. Increasing the comfort of your facility makes working out a more pleasant experience that members are more likely to enjoy—and renew.

Contact Big Ass Fans, 877-BIG-FANS or www.BigAssFans.com, for more information on how large diameter, low speed fans can improve indoor air quality at your fitness facility.



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Quit Your Whining and Do It Right!

By Gary Hood, Global Fitness Association

Introducing the power of “e” for a penny an email.

It never ceases to amaze me when talking to business owners about marketing and advertising they always complain about their response rate and not the person that prepared the marketing message. Why the consistent remarks, I wondered? Was it because they didn't understand the basics, or were they just too thickheaded to understand how marketing and advertising work? In today's market place, businesses want instant results to their marketing campaigns, but seem to forget that marketing and advertising are just like dating. Yes, dating! When you start dating you get to know the person over time, don't you? That's the same approach that should be taken

with consumers when you are trying to introduce your products and services to them. My dad, now 82, owned a successful sign and advertising business, established back in 1945, and on more than one occasion he would remind me to never forget to market and advertise my business. He would say: “A business without a sign is a sign of no business.”

Hmmmm. What an interesting thought.

Businesses have to constantly and consistently put their name out there. Show their audience they're alive. So run the flag up the pole and let them know you are there.

Why Is Branding Your Business Important?

Branding will always be an integral part of a successful business plan. Branding allows your company to introduce itself

and allows the consumers in your area to get to know your company and everything that comes with it. Business branding does not present just the products, services, and location of the company, but also establishes an image of the business as a whole. The positive image you create for your business will create a lasting recall for the consumers in your area.

People generally buy products and services for two reasons:

1. They need to solve problems. (Practical)
2. They want to feel good. (Emotional)

A solid branding strategy is your answer to helping your customers satisfy each of those two reasons. Give life to your business. People embrace positive thoughts, so create encouraging

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branding phrases. Messages similar to “You can do it,” or “You too can change”. Customer recall is one of the chief reasons your business brand is so vital. It creates customer preference for your products and services over your competition’s.

Branding must be seen consistently, convey a positive image, be distinct, and clearly describe what your business can do for its customers. When you perform strong business branding and follow up with various marketing activities, your business will grow and you will have the competitive edge.

Are You Wasting Your Advertising Dollars?

If you aren’t receiving the results you need and want, the answer may be that the consumers in your area do not have a clear picture of who you are, where you are located, and what great services and/or products you offer. In order to win the loyalty of the consumers in their areas, businesses need to apply two very important branding strategies:

1. Constantly send your message to the consumer.
2. Consistently repeat the messages you are sending.

Solid branding with repetition helps a business with a smaller budget compete with businesses that spend many thousands on advertising. Your marketplace position, your differentiating factor, and your consumer awareness should come first, before you execute any advertising efforts.

All businesses are, or should be, marketing organizations. The problem is most businesses put the proverbial cart before the horse. The cart is advertising; the horse is the branding. When consumers realize a need, the horse has already told them who you are, what products and services you have for them, and where your business is located.

This brings me to a point where I would like to share with you a new marketing medium that will help you with branding your business; it’s called

GFA e-Branding and e-Marketing. Our email database is the largest in the nation, totaling over 250 million emails. It includes 100% opt-in subscribers and is updated daily. You can now contact more fitness-minded people for just a fraction of the cost of traditional advertising.

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How many email addresses are within a five-mile radius of your location? You might be surprised. Give me a call.

Special thanks to Cate Sundling, Gary Gresham, and Jim Phillips for contributing to this article. For more information about Global Fitness Association, GFA e-Marketing program, or fitness business consultation, contact Gary Hood at 775-298-1616 or email gary@gfatoday.com

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