

# NATIONAL Fall 2013 FITNESS TRADE JOURNAL

The Industry Guide for Fitness Facility Management

## CLUBS MOVING IN A NEW DIRECTION

*see page 6*



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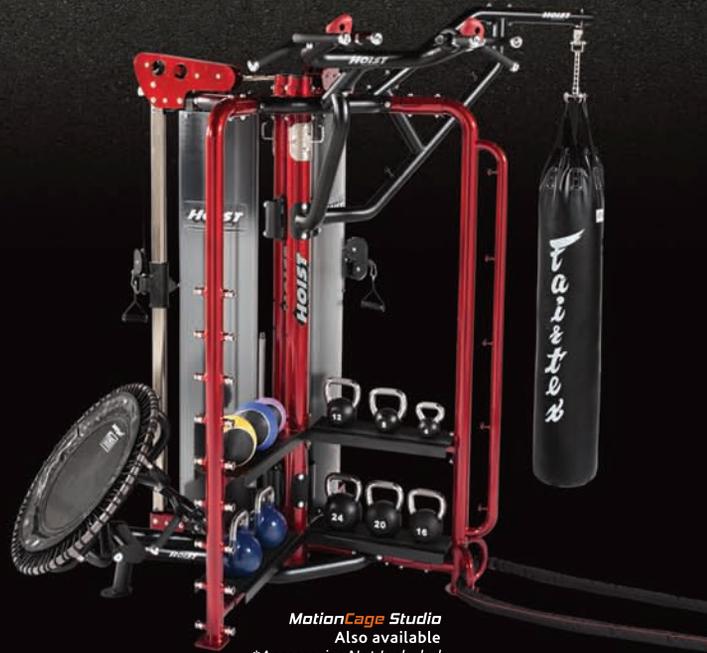


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# CLUBS MOVING IN A NEW DIRECTION

In the last few years, many health club members have embraced functional training, and appreciate the results of exercising in a way that helps improve everyday movements and overall quality of life.

Functional training applies to more than just strength work, as exercisers are shaking up their cardio routines and implementing cross training to enhance overall conditioning.

By Julie King

**UNTIL RECENTLY, CARDIO EQUIPMENT OPTIONS FOCUSED ON LINEAR MOTION** (forward and backward), such as the treadmill, stationary bike, stairclimber, rower and more. But in real life, people move side to side — whether they are chasing a toddler, playing with the dog or hitting the tennis court. Exercisers and clubs found that options to move laterally were limited for those who weren't under the direction of a trainer or in a group exercise class. Those who wanted to hit a machine for an individual workout came up empty. Recognizing this unmet need for more functional, lateral cardio workouts, Octane Fitness invented the LateralX, a unique way to move in a new direction.

## PROGRESSIVE PRODUCT

The LateralX is an innovative variation of the traditional elliptical machine, offering smooth, 3D motion that goes from a vertical elliptical stepping motion to an adjustable side-to-side motion. Similar to inline skating, the movement works the muscles on all three planes of motion to combine hip extension, hip abduction and hip rotation — either in a forward or reverse motion.

Combining elliptical and lateral movement, the total-body workouts utilize varying planes of motion to create muscle confusion, resulting in customized, functional exercise that can build stamina, muscular endurance and coordination.

"The LateralX offers an exciting, effective way to exercise, and the overwhelming response from clubs reinforces this strong desire for new workouts," says Tim Porth, executive vice president of product development and marketing at Octane Fitness.

With 30 resistance levels, a variety of interactive programs and workout boosters such as QuadPower, ThighToner and X-Mode, the LateralX helps exercisers heighten motivation and recruit more muscles. It accommodates beginners, those rehabbing from an injury, fitness enthusiasts seeking variety and elite athletes aiming to fine-tune their conditioning.

Octane's CROSS CiRCUIT® combined cardio and strength routines adds another dimension to the LateralX, with cardio sessions on the machine alternating with rigorous strength intervals adjacent to the machine for even greater efficiency.

In addition, MMA (mixed martial arts) workouts and Lateral Interval and Dual Direction programs keep workouts fresh and effective. And the self-powered LateralX is equipped with Octane's trademark MultiGrip and Converging Path handlebars for upper-body comfort and customization.

*"THE LATERALX CAN BE USED BY ALL LEVELS, FROM REHAB TO SPORTS TRAINING."*



**Ed Trainor**  
Vice President, Town Sports International

*"ITS DISTINCT FEATURES AND BREAKTHROUGH DESIGN HAS MADE IT ONE OF THE MOST POPULAR PIECES OF CARDIO EQUIPMENT WE OFFER."*



**Pat Regan**  
Vice President of Purchasing, Lifetime Fitness

## ADDING ANOTHER DIMENSION

The LateralX has earned rave reviews as health clubs seek to distinguish themselves, enhance motivation and boost retention.

"It's obvious that Octane has a passion for innovation, and they certainly have invented an out-of-the-box, off-the-track movement with the LateralX," said Ed Trainor, vice president of fitness, services and product development at Town Sports International. "The LateralX can be used by all levels, from rehab to sports training, and can be a stepping stone in gaining functional movement prior to more demanding ground-based agility drills."

Defining a new way to workout, the innovative LateralX looks to be a mainstay at clubs.

"In keeping with our innovative spirit and unwavering member commitment, we are proud to be the first adopter of the LateralX, which takes cross training to a new level," said Pat Regan, vice president of purchasing at Life Time Fitness. "Its distinct features and breakthrough design has made it one of the most popular pieces of cardio equipment we offer."

*Continued on next page.*

## PROVEN IN THE LAB AND THE GYM

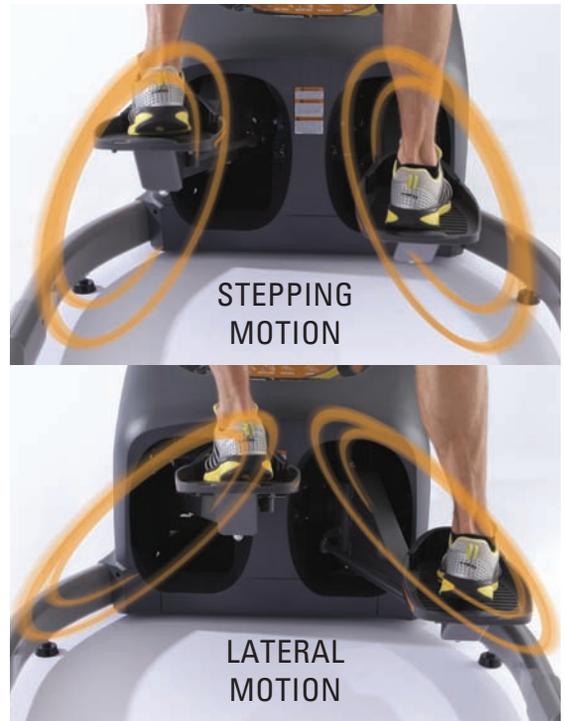
With clubs eager to get fueled by the LateralX (some gyms even pre-ordered the product before production, sight-unseen), the machine was named the Best Elliptical in October 2012 in Club Industry's Best of the Best Awards.

One judge said, "No other elliptical feels like it does, and it seems incredibly unique. Members love new, exciting offerings, and this provides that from the moment you get on."

Another judge pointed out, "This product is strong, tested and solid enough to stay and really entertain and engage users."

The LateralX is backed by research from the Viola Holbrook Human Performance Laboratory at Minnesota State University, Mankato. Researchers evaluated the differences between exercising at different lateral width (LW) settings. Results showed that there was a 13% increase in caloric expenditure for LateralX users going from LW 1 to LW 5; and a 27% increase in caloric expenditure in going from LW 1 to the maximum of LW 10. The LateralX motion also represents a 30% increase in hip abduction, hip adduction and knee extension over traditional elliptical machines.

"Since the launch of LateralX, we have consistently seen extremely high hours of usage when placed in clubs," said Dennis Lee, president and CEO of Octane Fitness. "Members are really excited about innovation and new products that enable them to vary workouts, stay motivated and meet their goals." ■



LateralX adjusts in both a stepping and lateral motion.

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## Ab Machines Top IHRSA's List

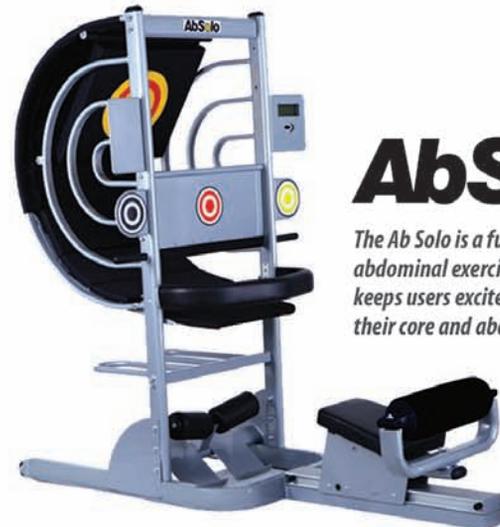
A recent IHRSA study reveals the most popular fitness products used in health clubs today. Top on the list are abdominal machines. Along with cardio and strength training, ab training has now found its own category in the club market.

More and more health clubs are dedicating areas within their clubs solely to abdominal training machines, so their members can focus on what they really want: great looking abs.

### the **AbsBench**



*The only commercial-quality abdominal bench that works both the upper and lower abs at the same time.*



### **AbSolo**

*The Ab Solo is a fun and effective abdominal exercise machine that keeps users excited about working their core and abdominal muscles.*

The Abs Company recognized this growing demand for innovative ab machines and set out to develop and acquire the best ab products in the industry and bring them all under one roof. Now club owners can call on one company to order innovative products such as The Ab Coaster, Ab Solo, The Abs Bench, and more to come.

# Getting to Know the National Fitness Business Alliance

Long before the advent of functional training and the training centric business model, Thomas Plummer was educating thousands of fitness business hopefuls on the basics of successful entrepreneurial skills. From his humble beginnings in the 1980's as The Thomas Plummer Company to becoming the founder and chief fitness business guru of the National Fitness Business Alliance in 2004, Thom continues his national education tours with his dynamic, no-nonsense delivery of sage industry advice.

Through the decades, the fitness business has changed significantly requiring fitness owners, managers and trainers to adapt as well. The NFBA has been required to undergo its own evolution in an effort to remain at the forefront of the industry. We recently had the opportunity to speak with Jillian Russo, Managing Partner of the NFBA, to get her views on the role of the of the NFBA in the developing fitness business landscape.

**Steve Ross:** Where do you see the future direction of the fitness and training industry?

**Jillian Russo:** I think the best part about being involved in this industry is that we have the opportunity to change lives every day. Your members are taking time to be a part of your business hoping to achieve results from that visit. There is plenty of money to be made in this business and it's frustrating to

watch owners fumble because they can't commit to making a change. As an industry, I think it's time for fitness professionals to accept the responsibility of the roles we play in our members lives. We have to provide a successful path so that people can reach their goals and become healthier.

**SR:** In his workshops, Thom is confident, direct and even a little blunt. What is Thom like outside the workshops?

**JR:** Thom is a completely different person when he isn't at a workshop. He has been a mentor to me for many years and has helped me to grow as an individual. The thing about Thom is he just wants to help people reach success. Everyone might not agree with the way he delivers his message but he always makes an impact in our client's lives. Thom enjoys challenging people to think outside the box and to see the bigger size and scope of the view around them. Most people usually avoid this view because it scares them. Thom is a humble guy for all the lives he's changed throughout the years.

**SR:** How does the NFBA keep the tour fresh and interesting each year, especially for those who attend the conferences annually?

**JR:** Workshops are one of the main components of our business so it's important that they're entertaining, educational and different. We cover so much information that I tell people all the time there's no way to learn everything in one workshop. I've worked with Thom for about ten years and attended almost every event and I'm still learning. There are things you forget or need to hear again until it finally makes sense. We know it's hard to get out of your business and away from your life for a day or two - and we respect that. My goal is to make sure that you leave our event satisfied, with a renewed sense of pride about what you can do in your business to make your life better.

**SR:** The NFBA travels with an "Alliance Team" Can you tell us more about that arrangement?



**JR:** Yes, I love our Alliance Team! We are a fabulous traveling family. As a fitness professional, there are so many options when it comes to products and services in our industry. So we choose the best partners in the business and present them to our event participants. Our Alliance Team are chosen for their customer service and knowledge of how to help any fitness business grow stronger. Our clients love it and know that our Alliance Team won't let them down!

**SR:** The NFBA advocates a "Training-Centric Business Model" What's the basic philosophy behind this?

**JR:** The Training-Centric Business Model simply means that you create a different sales structure to promote results to your members while increasing your EFT revenue. We change the way members start their club experience by offering suggestions and feedback that will help them reach their goals. Members who get results will pay and stay longer. There's a lot more detail than that but at the end of the day, we are teachers. Fitness professionals can't solely rely on membership sales to drive revenue. Consumers are more educated than that and demand more, as they should. We assess their current physical condition and place them in a program that best suits their needs and goals. That way, they get consistent workouts for maximum benefit. To me, it's just common sense.

**SR:** So how has the NFBA itself changed in an effort to evolve with shifts in the industry?

**JR:** In May 2013, the NFBA was acquired by a Memphis investment group represented by Robert Creech, himself a fitness

business owner and longtime investor. He recognized that the workshops were consistently growing but we outgrew our ability to operate solely at the local level. So they provided cash resources and allowed the NFBA to offer additional services and products to better serve the business owners who rely on us for our educational and consultation services. Thom remains as our primary educator but we have brought on others to assist with consultations and speaking. Robert recognized Thom as one of the most influential people in the fitness industry and wanted the NFBA to thrive and advance into areas that we might not have been able to. This merger allows us to change the fitness world into the next generation. As a partnership of four fitness professionals, Robert, Thom, Rick Mayo and myself we are looking forward to helping as many owners as possible. Our partnership with Rick has given us the opportunity to add North Point Training Systems as an additional parent company that will help us continue to deliver our message on the Training-Centric Business System.

**SR:** Someday Thom might retire. What then?

**JR:** Thom will ever retire - he just has too much fun speaking and educating professionals! But he has paved a path for our team to continue to teach and motivate.

The NFBA motto since the beginning has been "Saving the World One Health Club at a Time". And we will continue to conquer that goal.

*Steve Ross is a freelance writer and certified personal trainer. For additional information on National Fitness Business Alliance visit [www.thenfba.com](http://www.thenfba.com) or call 800-726-3506.*

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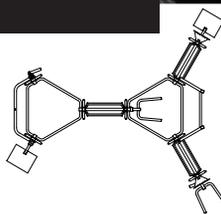
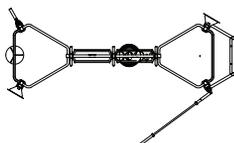
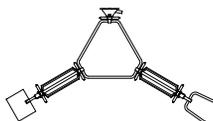
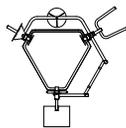
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# Intellilift®: Stretch Your Potential

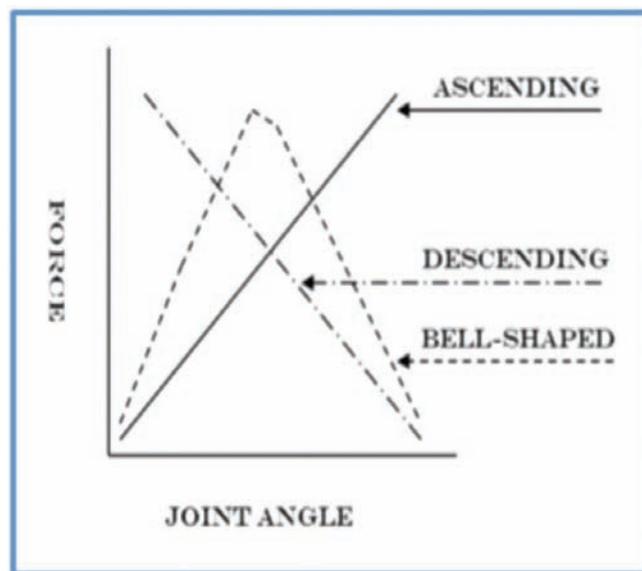
By Steve Hayes, COO of BILT by Agassi & Reyes

Andre Agassi learned quickly from Gil Reyes the importance of maximizing a workout from the beginning of the exercise to the very end. As part of Andre's championship training, Gil created and developed a specialized type of variable resistance training known as Intellilift®. Intellilift® provides this unique benefit through a combination of efficiency and intensity. Unlike the traditional selectorized weight stack, Gil's design allows the user to quickly and easily increase or decrease the weight resistance for a particular machine and exercise by simple pin placement. Springs are attached to the traditional weight stack and work in conjunction with the weight stack to provide a distinctive form of variable resistance. As the weights are raised by the movement of the exercise, the attached springs are elongated to a position of greater resistance. The optimum flex points of the user's muscles coincide favorably with the increasing resistance points of the springs as they are stretched and the decreasing resistance as they are closed. The "feel" from the movement is consistent providing a fully efficient exercise.

"The Intellilift® system is designed to make you stronger in the safest way possible and to give you the most efficient exercise in terms of time" states Andre Agassi. "In tennis, you realize you are not given the luxury of an extended off-season, so you must effectively plan the two to three week periods that you do have to make your muscles stronger. The BILT by Agassi & Reyes equipment allows one to maximize training by allowing for the efficient use of time to reach goals that are beyond anyone's expectations."

To understand Intellilift®, it is important to understand a strength curve and how it works in relation to different exercises. The strength curve is the amount of force that can be produced over a range of movement. As described in the chart below, there are three types of strength curves: *ascending*, *descending* and *bell shaped*.

ASCENDING CURVE	DESCENDING CURVE	BELL CURVE
Capable of producing more force towards the end of the movement	Capable of producing more force at the beginning of the movement	Capable of producing more force during the middle range of movement
e.g. Squat, Deadlift, Bench Press	e.g. Pull-Ups, Rowing Movements	e.g. Bicep Curls



During an exercise with a constant load, such as free weight exercises and fixed resistance machines, the resistance remains constant throughout the entire range of motion. The individual is limited by the force they can produce at the weakest point of the movement. Therefore, at the strongest point of the movement, the individual does not have to work as hard to move the weight and will not get the optimal training effect.

When the BILT by Agassi & Reyes machine adds the benefit of the variable resistance through its Intellilift® system, the

exercise and/or movement closely resembles the ascending strength curve of an exercise as described in the chart above. As the springs increase in length towards the completion of the exercise and/or movement, the resistance also increases to allow an increase in the strength potential of the exercise and/or movement. The most common example of such an exercise is the squat on the BILT by Agassi & Reyes Change of Direction (C.O.D.) machine.

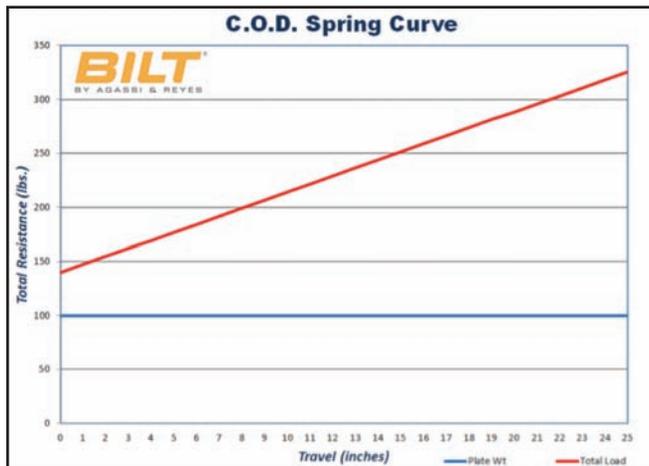


as they work to achieve their desired level of strength for maximum efficiency and safety.

Andre puts it all into perspective, “There are a lot of things to worry about when dealing with muscles. A person’s body has a lot of ligaments, tendons, and joints and you have to make sure you are not exposing yourself in these areas. For example, your quads

can do a lot of things that your knees are unable to do, so you have to learn how to do it the right way. I can honestly say I have never been injured in the gym with Gil. We removed the risk from the equation.”

The C.O.D. spring curve graph below demonstrates the increase in resistance from the bottom position of an exercise to the top of an exercise. At the start of the movement there is approximately 140 pounds of resistance (100 pounds from the weight plates and 40 pounds from the spring pre-load resistance) and at the top of the movement there is approximately 325 pounds resistance (100 pounds from weight plates and 225 pounds of spring resistance) which is a difference of 185 pounds from top to bottom. If you eliminate the spring resistance, the resistance would remain 100 pounds throughout the entire range of motion thereby limiting the impact of the overall exercise.



**Note: The distance the springs are stretched, which also increases the resistance, will depend on the range of movement that the user is able to achieve. The spring curve provides load/resistance measured at the weight stack.**



With Andre’s use of the Intellilift® system on the BILT by Agassi & Reyes equipment, Andre was able to maximize his tennis success by safely training in the most time efficient manner. Andre and Gil want to share their experiences and provide others with the same opportunity. Here’s to great technology and a great workout!

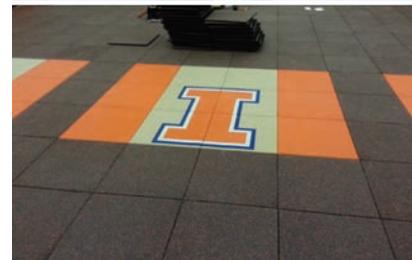
The main goal of the Intellilift® system is to allow the user to incorporate the entire range of motion to train more effectively

For more information, please contact BILT by Agassi & Reyes at 702-215-2181 or visit [www.biltbyagassiandreyes.com](http://www.biltbyagassiandreyes.com).

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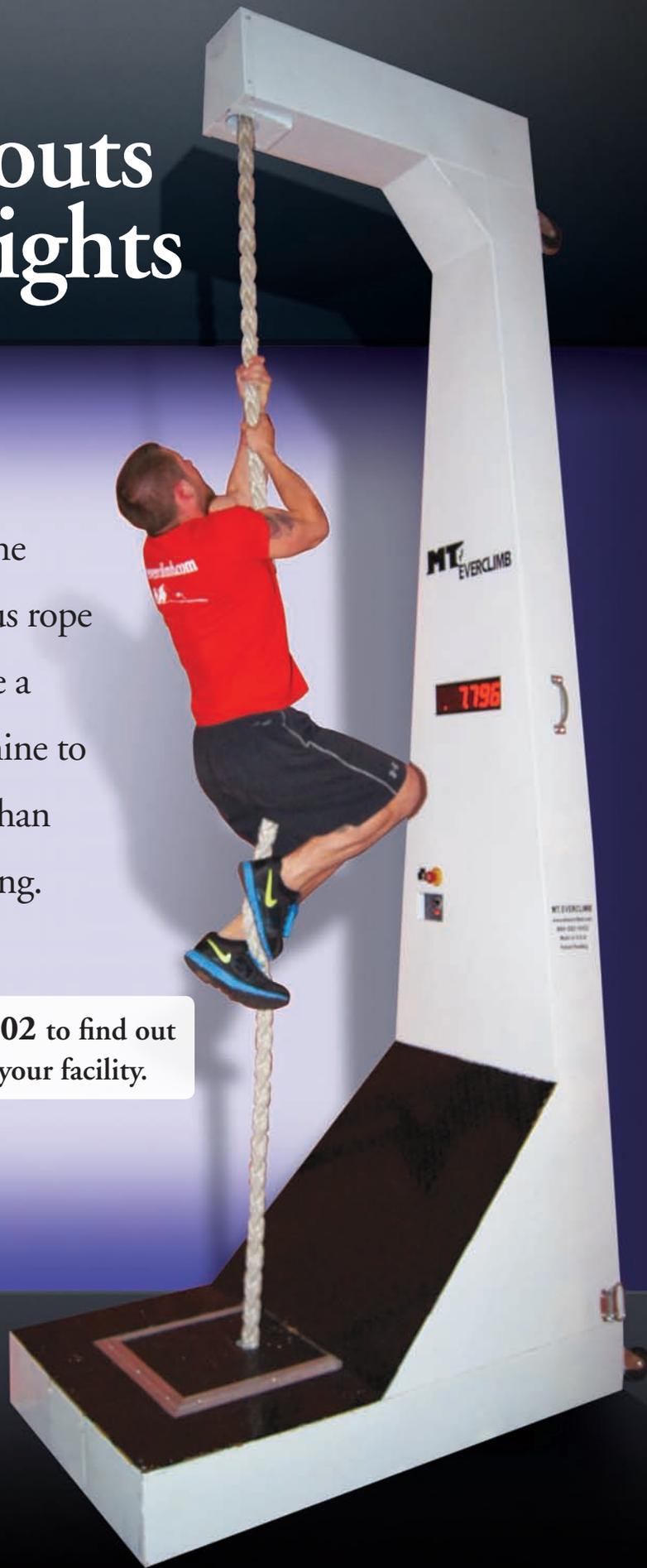
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## Integrated MYE Wireless TV Audio Receivers – Proven Reliability and Universal Compatibility for Leading Cardio Equipment

Exercise entertainment has become an essential value proposition for any fitness facility. Wall or ceiling-mounted televisions and wireless audio receivers – integrated with cardio equipment or attached – continue to drive the exercise entertainment experience. Thanks to the MYE Entertainment product development team, today cost-conscious facility owners and operators benefit from a range of significant advancements in wireless TV audio transmitter, receiver and personal viewing screen technology.

“Universal compatibility was a long term development goal that we have achieved,” reported Tony Garcia, MYE Entertainment founder and president. “Wireless TV audio transmitters with cardio machine receivers remain top

selling club entertainment systems. Club owners have confidence that their cardio machines with integrated MYE wireless TV audio receivers provide the ultimate convenience and reliability for their membership because they are designed and supported by the industry’s most experienced team.”

MYE Club TV audio receiver technology is featured in the world’s leading cardio equipment including Cybex, Life Fitness, Matrix, Octane and Star Trac. Cardio machines with integrated MYE wireless receivers provide audio from any ceiling or wall mounted TV connected to TV audio transmitters. Users simply plug in their headphones, select the desired TV number from the cardio console and enjoy the audio from their favorite

programs. Cardio machines with integrated MYE wireless receivers are universally compatible with all TV transmitter brands including MYE, Cardio Theater, BroadcastVision, Audeon and others. Original attachable MYE Eclipse receivers are also available for legacy cardio equipment.

“We have 18 facilities. Our members definitely prefer the convenience of integrated entertainment control at their fingertips,” reported Joseph Sauerwald, YMCA South Hampton Roads Director of Equipment and Facilities. “The MYE products and features are so much better, especially MYE universal compatibility that allows us to phase-in new products. We want a clean, uniform look for our cardio areas so we automatically order new equipment with

integrated monitors and/or MYE 900 MHz wireless receivers.”

“Entertainment is huge for us, creating the ‘wow factor’ and value that sets our clubs apart from the competition,” said Steve Strickland, Workout Anytime CEO. “50-inch wall-mounted TVs and integrated MYE wireless receivers on our cardio equipment provide a seamless entertainment environment we really appreciate. What MYE has done with wireless integration in cardio machines is a drastic improvement that eliminates most installation and service issues. We only do business with suppliers we know and trust – like MYE Entertainment, our exclusive entertainment provider.”

“We opened our 75,000 square foot facility in 2012 and entertainment was an important consideration,” shared Mark Johnson of the Champaign County YMCA. “After careful research we chose MYE Entertainment. We have 12 treadmills with embedded TV screens plus 60 pieces of cardio equipment with MYE 900 MHz wireless receivers and strategically placed wall-mounted TVs. MYE did a terrific job with coordinating installation. 90% of our members use the MYE system in the cardio area so it has been very well received.”

A leading creative force in exercise entertainment, over the last twenty years Tony Garcia and his team have laid the foundation for what are now the entertainment standards for all cardio equipment. Their first major fitness industry product came in 1993 with introduction of the FM TV transmitter

followed by the 900/800 MHz TV audio transmitters and receivers in 1995. They placed the first personal viewing screens in front of cardio equipment in 1998 and again initiated a significant shift in how entertainment is enjoyed. Garcia and his team have created entertainment technology that today is featured in over 30,000 health clubs around the world under several prominent brand names.

MYE Club TV Systems is a division MYE Entertainment Inc. a multi-million dollar electronics design and manufacturing company based in Southern California utilizing state-of-the art production in facilities in the USA and abroad. MYE designs and manufactures audio and visual products for a variety of market sectors including the commercial fitness and professional music industry. For more information visit [www.myeclubtv.com](http://www.myeclubtv.com), call 800-779-6759 or 661-964-0217.



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*"It really 'tours' well with prospective clients because it's so divergently different. It also conditions the body nicely. It says a lot about the Helix that almost everyone has a smile on their face when they're using it!"*

— Dick S., Lifesport Fitness,  
Philadelphia, PA



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\*All results Helix vs. leading elliptical.  
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# XPLOAD Zone™

## CAN YOU HANDLE IT?

Med-Fit Systems, manufacturer of the iconic American brand, Nautilus® commercial, has just introduced the XPLOAD Zone™, a revolutionary new functional training and truss system. The XPLOAD Zone™ was designed modularly, to be fully customizable to the users needs in terms of space, color and activity requirements.

increments. This means the footprint on a basic unit is less than 50 square feet! Furthering maximum usage of space, a 10' unit with Nautilus® Commercial cable stations on both ends, as pictured below, can accommodate up to ten users at one time!

The XPLOAD Zone™ is a lean, modular solution, ideal for any facility - large or small - including fitness clubs, YMCA's, personal training studios, fire and police departments, martial arts training centers, the military, sports teams and athletic training, hospitality and multi-housing, high schools and colleges, rehabilitation centers, and any fitness center looking to maximize space for group training.

During his tenure as President of the Commercial Division at Nautilus®, Jim Teatum, was highly successful in developing programming and ready-made marketing that was easy for fitness facilities to synchronize with their Nautilus® equipment. Today, Teatum is consulting privately with Med-Fit Systems and they have together developed the same "plug and play" type of programming for use with XPLOAD Zone™ equipment.



The manufacturer is so confident in the sturdiness of the heavy duty truss that they deliver an aggressive lifetime warranty on the equipment. The truss features integrated monkey bars, attachment points, and a variety of options, such as pull-up and dip bars, olympic bar attachment and heavy bag attachment, and can be custom designed either with or without Nautilus® cable stations. The cable station options shrink the footprint by 33% versus competitor functional training models, and provide weight increments of 2.5 pounds per handle to accommodate any exerciser. The starting truss length is typically just 5', and expandable in 20", 40" and 60"

Teatum explained, "As functional training is a trend that is persisting and the investment per square foot is significantly lower than traditional equipment, more and more gyms are finding space for dedicated functional training areas. They are using these areas and functional training equipment to boost small group exercise classes and personal training. Functional training facilities can often command a higher membership fee than many traditionally equipped gyms. For example, Cross Fit. Gym operators are looking for packaged functional training solutions. Med-Fit Systems has provided exactly what they need in the footprint-conscious XPLOAD Zone™ and its corresponding programming."



The functional training exercise regimen appeals strongly to the conditioned 18 to 34 year old member market. Today's younger member does not necessarily buy into the sanitized

box gym of their parents' generation. Cross Fit, Boot Camps and P90X have all been instrumental in driving growth in functional training. However, Med-Fit Systems' CEO, Dean Sbragia, related that the company was born as a medical fitness equipment distributor, and then expanded into other markets, and therefore recognizes the need for compact functional training equipment and programming in a variety of sectors, like rehabilitation and smaller fitness studios like martial arts. Hence, the fully customizable XPLOAD Zone™ was designed.

The Nautilus® Commercial website ([www.nautiluscommercial.com](http://www.nautiluscommercial.com)) offers a free gym planning tool for layout and design purposes. Users have the ability to build their own custom XPLOAD Zone™ unit, in any size and with any features desired.

Sbragia noted that Nautilus® Commercial reps are ready to assist in fully customizing XPLOAD Zone™ color and design with their customers. He further emphasized, "XPLOAD Zone™ is designed to fit our customers' needs – not ours." The sales team has adopted this as their motto for demonstrating the versatility and possibilities of the XPLOAD Zone™.

## New GOLFit by Nautilus® Stimulus Package



GOLFit is a strength and flexibility program designed to help golfers lower their scores while reducing their risk of injury.

GOLFit by Nautilus® protocol is based on the research and book authored by renowned Exercise Physiologist, Dr. Wayne Westcott. Dr. Westcott's research proved that GOLFit protocol increased club head speed during the golf swing by as much as 5.2 MPH, adding yards to a golfers drive.

Furthermore, during Dr. Westcott's 8 week GOLFit study, participants' leg strength was increased by 60%, and hip and shoulder flexibility by 24%. These Nautilus® GOLFit results have enhanced the efficiency of force transference throughout the entire movement of the golf swing. Top golfers can generate club head speed of up to 120 mph which involves powerful rotation and extension during the swing.

Med-Fit Systems CEO Dean Sbragia, stated, "Core strength and flexibility ensures injury free force transference from the center of the body to the limbs. Research into the ergonomics of the explosive action of the golf swing has enabled us to provide a program that will enhance the golfers' game as well as reduce the risk of injury particularly to vulnerable joints such as low back, shoulder and hips".

During the Nautilus® GOLFit study, golfers were also able to reduce body fat by 4.1 lbs., increase lean healthy body mass by 3.9 lbs. and reduce resting blood pressure by 4.5mm Hg. Dr. Westcott has just completed filming a GOLFit by Nautilus® summary video at the Nautilus Commercial manufacturing facility in Independence, Virginia. To view the video and to get more information about GOLFit by Nautilus®, you can visit [www.nautiluscommercial.com/programming/golffit-by-nautilus](http://www.nautiluscommercial.com/programming/golffit-by-nautilus).

Sbragia adds, "GOLFit will be in demand in country clubs and golf clubs and as a sports specific conditioning program in gyms. The GOLFit program appeals to all demographics - from the young golfer wanting to increase strength and improve distance, to the older linkster playing out his or her golden years competitively and with less pain."

To find out more about XPLOAD Zone™, GOLFit and other Nautilus® equipment and programming, contact Nautilus® commercial.

Nautilus® Commercial Fitness provides interactive webinars that bring the showroom to you!

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# What Powers Your Gym?

The revolutionary Green System by SportsArt Fitness is the first solution of its kind that allows you to harness human power for use as a clean, green source of electricity. Up to 10 pieces of cardio equipment are joined to an inverter that connects into the electrical system. As users exercise, their energy is harnessed and fed back into the grid to offset power consumption elsewhere within the building, saving you money and reducing your carbon footprint.

**How cool is that?**



**Find out how much energy your members can create.**

Learn more about the Green System and calculate your potential savings at [www.sportsartfitness.com](http://www.sportsartfitness.com).



**HARNESSING HUMAN POWER<sup>®</sup>**

**SportsArt<sup>®</sup> FITNESS**  
The leader in green fitness technology.



# Keys to Boosting Strength Training Among Women

Gyms everywhere have two things in common when it comes to women. Females are most likely to join their facility over men and this growing group of members is least likely to make strength training a key part of their workout routine.

In fact, a recent IHRSA survey of female club members confirmed women focus most on Group Exercise (71.8 percent), Soft Exercise (69.4 percent) and Cardio Machines (54.8 percent). Their last fitness training priority was Weights and Resistance (47.4 percent).

With women also representing the greatest source of membership loss, operators have wondered if increased strength training among this group would improve workout satisfaction. They see

this positive correlation in their male population; a stronger commitment to strength training equals better membership retention.

To understand strength's relationship to member satisfaction, Precor® recently conducted research on why women tend to pass on plate-loaded and selectorized equipment and other free weight style training. The company wanted to know exactly what is holding females back from experiencing the versatility and enormous benefits of strength training.

Polling 500 women ages 18-55+, Precor learned the majority of females reported being apprehensive about and unaware of how to start a strength training regime. They also stated they were unfamiliar with what outcomes may result as well have a misunderstanding of its risks. When asked "Why don't you train on strength equipment?" the 10 most common responses were:



- 1 Happy doing their cardio workouts
- 2 Don't want to look big and bulky, like a bodybuilder
- 3 Boring
- 4 No one ever showed them how to use the equipment
- 5 Don't have time for strength training
- 6 Feel self-conscious doing strength training
- 7 Strength training is too complicated
- 8 Strength training is for serious athletes
- 9 Need to hire a personal trainer to learn how to use equipment, cannot afford personal trainer
- 10 Have injury that prevents from participating

The survey confirms women have a lack of understanding of how strength training works from both a machine perspective (how do you use it?) and the impact it will have on their bodies. Next, they don't find the machines appealing. They can oftentimes look bulky and clunky. And finally, women aren't sure how to work in weight training

within the gym schedules they set for themselves.

For some facilities, learning these barriers is a relief as they shed light on four main areas in which they can implement changes: knowledge, interest, value and time.

Gyms should start first by increasing the strength training knowledge of their female patrons. Building their confidence and knowledge about equipment use and proper form will encourage women to rely on health clubs as their means for fitness. Beyond an initial orientation of equipment, it's important to offer both on-the-spot guidance and regular drop-in style workshops. Staff should leave plenty of time for Q&A and multiple demonstrations, while explaining strength's several benefits.

Next, gyms need to generate interest – across women specifically – in strength programs. This could include specific educational programs or special rates on personal trainers or small group sessions. Classes and specials should be promoted to members via email, signage, on social media and through 1:1 conversations.

Clubs also have the opportunity to show the value of strength exercises

in one's overall health initiative. One approach is to run a poster campaign using real-world members. Highlight their stories and goals and include before and after pictures. Use a mix of ages and fitness levels to appeal to all your members.

Finally, women need to see that strength training can fit into the time they already spend in the facility. Females routinely indicate that convenience is a major factor in their selection and retention of a health club. As such, offer members custom workouts that will both help them accomplish their goals and stick to a schedule. Instructor-led classes with start and stop times are another way to help women accomplish more during the time they spend in the gym.

With a few simple changes, facility managers can help more females realize the benefits of strength training, improving the rate at which they join and frequent the health club. Women will also no longer be an underserved audience in the world of strength training but an equal member.

For additional information contact:  
 Precor  
 800.786.8404  
 www.precor.com

### Sharing Facts About Strength

Do your female members know that strength training leads to additional calorie burn long after they've stopped working out? Following a workout of 60 minutes, an exerciser will burn on average an extra 100 calories. That's 10,400 calories a year if they keep up two a week sessions. Share this and other exciting facts about strength training on a regular basis and watch equipment fill up.

Less time *getting* tan. More time *being* tan.



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# MAKING A DIFFERENCE

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# Total Motion. Total Workout. Totally Fit.

## The new S972 Functional Trainer by SportsArt Fitness delivers the ultimate combination of aesthetics, performance and features

Functional training refers to exercise that utilizes multiple joints and muscles at once to train the whole body. One of the main benefits of this type of training is that it requires you to use ancillary muscle groups in order to stabilize your body while performing the exercise. This more closely mimics the way you use your body every day, making it a great choice for those wishing to improve their overall strength and mobility, as well as athletes wishing to improve their form.

While functional training doesn't require the use of anything more than your body, many people prefer to use a functional training machine because it allows for more specialized movements. These machines offer the ability to quickly adjust

a weight stack and use different attachments to achieve optimal results. The S972 Functional Trainer by SportsArt Fitness is an excellent example of a functional trainer that combines ease of use with a sleek, sturdy design and enough standard attachments to offer virtually unlimited training potential.

The S972 features a standard 330 lb weight stack that can be increased to 418 lb, with easy-to-adjust cable length for quickly adding or removing weight plates. The 1:4 pulley ratio offers lower starting weight and lighter weight increments, making it a suitable choice for both beginners and experienced trainers. The pulleys are internally lubricated and feature of 2,000 lb steel aircraft cables for durability and smooth, consistent movement. The quad nickel chrome plating on the cable column prevents buildup or corrosion from sweat.

The machine comes with an integrated pull up bar and 7 standard accessories: 2 adjustable D-ring handles, straight bar, curved bar, sports handle, triceps rope, and an ankle strap,



providing the means necessary to perform almost any exercise. SportsArt Fitness also offers their A991 free standing Flat/Incline/Decline bench for even more exercise options. The 27 illustrated exercises featured on the weight stack shroud show both starting and ending positions, helping users to employ the proper form to reduce the risk of injury.

Balance and control are key factors in performing functional exercises most effectively. To make your training program most beneficial, the majority of exercises should be done standing and should engage multiple muscle groups. You can easily increase the difficulty of any exercise by adding a balance element to the movement. For example, by simply raising one foot off the ground while performing an arm or shoulder exercise, you engage your core muscles as well as the stabilizing muscles in your weight-bearing leg, strengthening them and increasing your overall stability and balance.

Functional training caters to any type of exerciser, from those who want to target single muscle groups to those who like to use transverse, or cross-directional, movements. It is also great for those who play soccer, tennis, golf, and baseball because it trains the muscles the same way they are used while playing the sport. As you practice functional training exercises regularly, you'll notice activities in your everyday life start to become easier to perform, giving you more freedom of movement and improving your overall quality of life.

## S972 FUNCTIONAL TRAINER ILLUSTRATED EXERCISES:

### LEGS

SQUAT  
LEG EXTENSION  
HIP ABDUCTION  
LEG CURL  
HIP ADDUCTION

### FUNCTIONAL

HIP TO LOW WOOD CHOP  
HIGH TO LOW ROTATION  
TORSO ROTATION

### CHEST

CHEST PRESS  
DECLINE CHEST PRESS  
CHEST FLY

### ARMS

ARM CURL  
ARM EXTENSION  
SINGLE ARM TRICEP EXTENSION

### SHOULDERS

ALTERNATING SHOULDER PRESS  
OVERHEAD PRESS  
SHOULDER RAISE

### CORE

KNEELING CRUNCH  
ABDOMINAL CRUNCH WITH STRAIGHT BAR  
STANDING ROPE PULL  
HANGING KNEE RAISE  
STABILITY BALL  
AB CRUNCH

### BACK

REVERSE FLY  
LAT PULL  
SEATED ROW WITH STRAIGHT BAR  
SINGLE ARM ROW  
ALTERNATING KNEELING WIDE GRIP PULL DOWN



To learn more about the new S972 Functional Trainer by SportsArt Fitness, call 800.709.1400 or log on to [www.sportsartamerica.com](http://www.sportsartamerica.com).

# DESIGN NO. 123

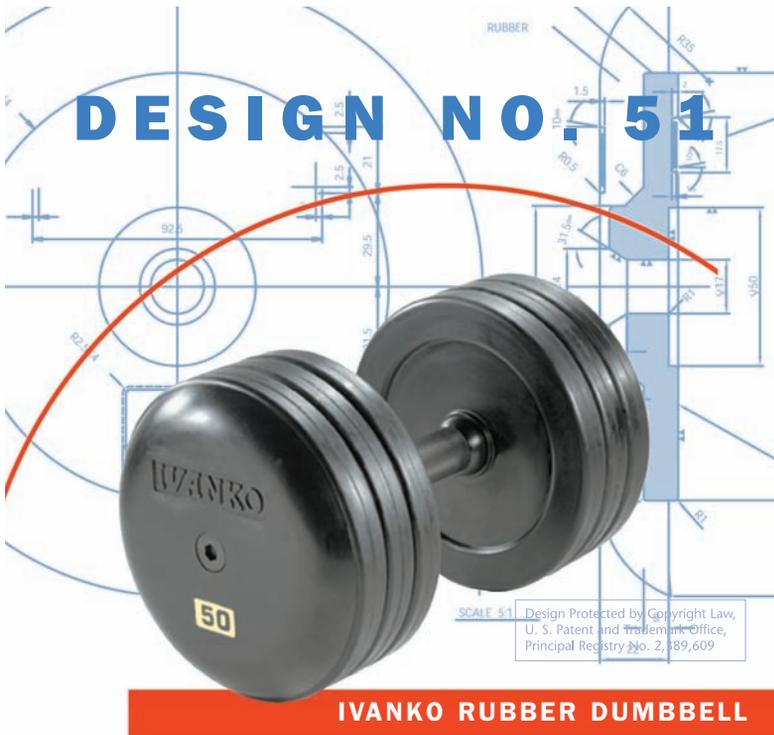


IVANKO STAINLESS STEEL OLYMPIC BAR

**IVANKO**<sup>®</sup>  
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We heat treat this stainless steel bar to 218,000 PSI, because our tests tell us anything weaker will bend. We further straighten each bar to a tolerance of 10/1000 inch, because anything less straight will cause rotational torque during heavy lifting. We make it of stainless steel because it needs no coating, so there's nothing to peel off, chip, or rust. Finally, we ultrasonic test and magnetic particle test every bar to detect internal and external cracks that can cause the bar to snap. The International Powerlifting Federation (I.P.F.) counts our stainless steel Olympic bar among the very few that it approves for International Competition. We appreciate the endorsement, I.P.F., but we're pressing ahead with Design No. 124 anyway.

# DESIGN NO. 51



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\*Ivanko's PermaLock<sup>™</sup> fastening system employs proprietary machining tolerances and surface preparation to achieve a metal-to-metal bond that requires 400 foot pounds of torque to twist apart. (The correct measure of rotational resistance is "foot pounds" of torque, not "psi" which is sometimes used incorrectly by manufacturers).

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- + Group Training Stations



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Way beyond any other cardio equipment that you will find in a gym, the VersaClimber combines two cardio machines in one: lower-body stepper and a total-body climber. This unique combination delivers an exceptional, non-impact workout for your members - blasting away fat and calories 3x more effective than your typical elliptical, bike or treadmill workout. Reignite the results your members expect by offering the durable, space efficient VersaClimber.



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- \* Wall Mounted Option
- \* Equipment Mounted Option



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# One Of The Most Effective Cardio Products Ever Built

*Learn how your facility and your members will benefit from the breakthrough Helix Lateral Trainer*



Walk into any large fitness facility and you'll see row after row of commodity (or "legacy") cardio products – treadmills, ellipticals, and exercise bikes.

Of course, there's nothing inherently "wrong" with that product mix. It's safe and it's what many members, and prospective members, expect.

However, as the healthclub/fitness market has become even more hyper-competitive than ever, savvy owners (and GM's, facility managers, and fitness directors) are learning that the addition of breakthrough new cardio products can give them the edge they need to increase their percentage of new member and retention sales.

But, with a marketplace full of choices, how do you decide which new product, or products, to add?

To really maximize success (and ROI) the product MUST be effective. Think about it – if members see demonstrable results

faster than expected, they're going to notice – and they're going to share the good news with friends, co-workers, etc. which translates into more referral sales.

In addition to effectiveness, it helps if the product looks unique and "shows" well when touring prospects through the facility. It's an added bonus if the product is fun and members enjoy using it.

**It's time for you to meet one of the most effective cardio products ever built – the Helix Lateral Trainer.**



While this is certainly a bold statement, please consider that a breakthrough university research study proves that the Helix, when compared to the leading elliptical trainer, creates up to 44% greater muscle activation in numerous core and lower

body muscle groups, and helps users reach their target heart rate goals up to 23% faster (full details at [www.helixco.com/study](http://www.helixco.com/study)). This combination of dramatically more muscle activation and more effective heart rate training means that Helix delivers noticeable results in far less time than traditional cardio product, and Helix trains you in 3 dimensions, while traditional cardio products train you only linearly in the frontal plane.

While these study results are indeed remarkable, the most important considerations for facilities are “will my members LOVE the Helix”, and “will it help my business”?

Read on and you'll learn how Helix is delivering dramatic real world benefits for a wide variety of facilities!

### ONE OF OUR SELLING POINTS

“I actually love the Helix, and my members love it too. I wish I had more of them. The members just love the machine because it's so different from anything else we have – it's just a great machine.”

“When we show the club to prospective members, the Helix is definitely one of our selling points. It's different than anything else in terms of how it looks and what it does with the different muscle groups, so it's very persuasive when we're talking about the features of our club”.

*Daryl Coston, Anytime Fitness, Brandywine, MD*

### BOTH CARDIO WORKOUT AND RESISTANCE TRAINER

“We've had the Helix for about 3 years and our overall experience has been very good. From the maintenance side, it doesn't break and from the functional side it really accesses the muscles that you can't get to on any of the other cardio machines.”

“When I train people on it I actually tell them you can do two different things: you can go fast and get a nice cardio workout or you can use it as more of a resistance trainer where you're able to train and tone the muscles it targets.”

“The Helix has proven to be a good selling point with potential members.”

*Amanda McFerren, Lancaster YMCA, Lancaster, PA*

### AWESOME OVERALL EXPERIENCE

“Our overall experience with the Helix has been awesome, the members LOVE it!”

“We show prospective members the Helix and it helps show

the range of things we offer, so it's a plus in attracting new members. Once they join, people love it and I think the Helix definitely helps in satisfying and retaining members.”

*Betty Linko, Indian Valley YMCA, Harleysville, PA*



### I LOVE IT, LOVE IT, LOVE IT

“I go out of my way to show the Helix to prospective members when they're touring the club because it's such a different piece of equipment and I think it really helps keep the club fresh and on the leading edge. It's very popular with our members.”

“I think people like using the Helix because it's such a different motion that's working on muscles you never get to with other machines. And it can really provide an intense cardio workout, so you can get a great workout quickly and it's just such a different feel than you can get with any of our other machines. I love it, love it, love it!”

*Grace Fiorilla, Summit Fitness, Chester Springs, PA*

### HELPS ATTRACT NEW MEMBERS

“The Helix is popular with our members because it's something different from the normal treadmill or stepper, so it gets used a lot!”

“I like it because it doesn't necessarily feel like a cardio workout – it feels like you're actually doing something functional like working on your leg strength. It offers something new and exciting to our members as opposed to the standard cardio machines. For prospective members who come in and take a tour, the Helix helps show that we offer a range of equipment that you generally don't find, so as far as getting people in the door it definitely helps.”

*Mike Weaver, Cleveland State University, Cleveland, OH*

Franchised health clubs, independent health clubs, Y's, and universities all LOVE the Helix and all have made the Helix an integral part of their new member and retention sales strategies. Equally as important, and central to the overall picture, is that members LOVE the Helix. They love the feel, they love the effectiveness, and they love the results.

Helix is THE breakthrough cardio product that will launch your facility into the 21st Century and give you a vital, tangible advantage over your competition. What are you waiting for? For more information, visit [www.helixco.com](http://www.helixco.com), email [info@helixco.com](mailto:info@helixco.com), or call 888-435-4926.

## Sounds Beautiful Inside the Console



1



2



3

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[MyeClubTV.com](http://MyeClubTV.com)

# Is the Big Box Business Model Dead?

Every industry is created from a fresh idea, and that idea grows, matures and then dies. Why do fitness professionals think the fitness industry shouldn't change and be part of that cycle?

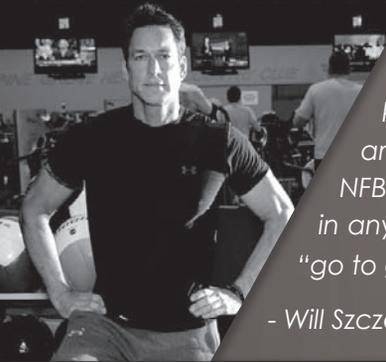
The only businesses that will survive are the ones willing to reinvent themselves. What was fresh and new always becomes old and ordinary and very few leaders are will to commit to the effort it takes to keep their businesses successful year after year.

**The fitness industry is experiencing the biggest change in its history.** Heavy competition, failing programming, more sophisticated clients and the advent of the micro gym all combine to challenge the way business has been done in mainstream fitness.

The membership era is dying in favor of the Training-Centric Business Model. The industry can't survive by just selling memberships and living by an ever-declining return per client served. If you want to survive and compete, you have to learn how maximize memberships and member results at the highest possible financial return.



**The NFBA has the ideas and systems to take you into the next generation of business.**



*"As a Big Box health club owner for over 20 years I have seen many changes in our industry. One constant has never changed. The knowledge and guidance I have received from Thomas Plummer and the NFBA Education Team. Since 1990 I have counted on the NFBA to predict trends, improve customer service, and deliver results in any market condition. They have never let me down and are my "go to guru" for anything related to the fitness industry."*

- Will Szczech | Pine Grove Health & Country Club, New York

**SAVING THE  
WORLD ONE HEALTH  
CLUB AT A TIME!**



*"After being in business for 10 years the NFBA has been a godsend. Having someone on my side who has been there and done that is priceless. I feel like the NFBA team are part of my staff. Their input has helped me plan for the next ten years and beyond."*

- Josh Tyler | Fitlife, Pennsylvania



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# EZFacility Transforms Its Self-Service Portal To Improve Customer Experience

EZFacility, a leading provider of web-based software solutions for fitness and health club businesses around the world, provides its thousands of users with cutting-edge technology to streamline the daily operation and management of their facilities.

Utilizing the latest technologies, EZFacility engineers are able to consistently update the product to offer the best features for the company's extensive clientele. In addition to multiple releases and updates throughout 2013, EZFacility has initiated an ambitious renovation plan on its Self-Service portal. The result is a more intuitive online system that features a facility's class and training schedules enabling their members to book sessions online. By increasing interactivity with members, facilities will not only improve their client experience, but grow their bookings as well.

**Empire Sport Fit** | New York

MY ACCOUNT+ SCHEDULE BUY+ WELCOME, DAVID SMITH **LOGOUT**

## Welcome, David Smith

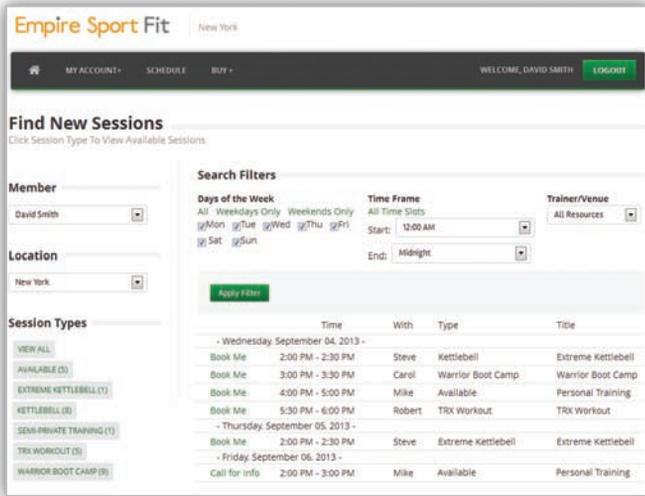
### Your Upcoming Sessions

	Time	Client	With	Location	Status	Type	Title
Call to cancel	Thu 9/5/2013 2:00 PM-2:30 PM	David Smith	Steve	New York	Scheduled	Extreme Kettlebell	Extreme Kettlebell
Call to cancel	Mon 9/9/2013 11:00 AM-12:00 PM	David Smith	Robert	New York	Scheduled	Semi-Private Training	Smith, David and Guest

### Open Invoices

	Invoice #	Billed	Description	Total	Paid	Due	On
View Pay	546	8/5/2013	Membership: Annual Paid Monthly	\$1,375.00	\$165.00	\$165.00	8/5/2013
View Pay	547	9/4/2013	Package: Extreme Kettlebell, 2 sessions	\$27.50	\$0.00	\$27.50	9/20/2013
View Pay	548	9/4/2013	Package: Semi-Private Training, 5 sessions	\$200.00	\$150.00	\$50.00	10/1/2013

**Contact Us**  
 212-555-1212  
 FrankP@ezfacility.com  
 123 Main Street New York, Ny 10001



members to view class and training schedules prior to logging in to the system.

In the months following, the company plans to add even more functionality to Self-Service, including the ability to:

- Sell memberships online.
- Set a timeframe for an event and allow members to reserve their desired time within it.
- Create a custom online registration form.

EZFacility clients are raving about the new look and feel of Self-Service – reporting an overwhelmingly positive response from their members.

Not only has the entire Self-Service Portal received a makeover, but more functionality is being added every month. This month EZFacility will be rolling out a Public Facing Calendar. This calendar allows members and potential

With a myriad of offerings and services, EZFacility helps prime its customers for growth and success in the competitive health and fitness industry. Providing constant training and support to its clients, EZFacility ensures its users are continuing to learn as the product evolves; thus laying the framework for a positive customer experience and significant growth within the industry.

For more information visit [www.ezfacility.com](http://www.ezfacility.com), or call 1 (866) 498-3279.

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# Stay Strong With Cemco Strength



In recent years the fitness industry has experienced an increase of free weight manufacturers who claim to be the “best in the industry.” Unfortunately, the influx of new manufacturers has flooded the market with inexpensive dumbbells, which break and even melt! Health Club owners are focusing directly on cost and forgoing investment in a quality product for their club members. It is the responsibility of all companies to educate the consumer on the importance of a quality product in a commercial gym setting. The bottom line is commercial dumbbells and

barbells are meant to be used year round 24/7 without any concerns. This is why Cemco provides one of the best guarantees in the industry with a 35+ year track record to prove it. Adding up three competitors would not match the expertise

that backs Cemco, the pioneers of the dumbbell industry. Cemco has manufactured and supplied high-end dumbbells, barbells, Olympic bars and plates since the 70's and now has set the bar for the new faces in the industry.

Educating the new generation in the fitness industry has been Cemco's number one priority.



We take great pride in for every Cemco installation and have equipped countless gyms including, World Gym, Anytime Fitness, YMCA, and Gold's Gyms this year alone! At Cemco we focus on what we do best, which is supplying high quality free weight equipment in the industry.

Cemco is the home of the Steel, Rubber, and Urethane Pro Style Dumbbells. Which are equipped with a high grip American Made 32mm Dumbbell Handles. Our dumbbells are secured with a combination of American Made bolts in addition to our specialized locking processes which ensures years of trouble free use. Pro-Style Dumbbells also feature a Rubber Encased; Steel End Plates to further protect your investment. Pro-Style Dumbbells are available in 5-150x5 lb. Increments, 7.5-52.5x5 lb. Increments and 155-200x5lb Increments.

For additional information contact Juan Mercado, President of Cemco Strength Equipment.  
[www.cemcostrength.com](http://www.cemcostrength.com)  
 (855) 232-3626



**Quality that makes you Cemco strong!**

**Pro-Style Dumbbells - Cast Iron (PSD-I)**

Our Steel Products are dedicated to the old school lifters who still get a kick out of steel products. Cemco is home of the Pro-Style Cast Iron Dumbbells come with a Gray Hammertone finish. Featuring a 32mm American Made Handle and Medium Knurl. Assembled with Course Thread, Alloy Bolts and secured with locking compound. Cemco uses impact wrenches for assembly and are then torqued to 130 p.s.i. Pro-Style Dumbbells feature a Rubber Encased, Steel End Plate to ensure against cracking. Available 5-150x5 lb. increments and 7.5-52.5x5 lb. increments.

**Features**

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- Aluminum Weight Stickers
- Virgin Rubber Encased Steel End Plate
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The fitness industry's leading risk management specialist, Ken Reinig has formed a new insurance agency, **Reinig Insurance Solutions**.

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# Fitness Industry Professionals – Take Note

By Gary Hood, President Global Fitness Association

Being in the health and fitness industry isn't always filled with rainbows and unicorns. Most business owners and entrepreneurs find themselves up against a rock and a hard place without the proper resources to handle their daily challenges. If you're ready to discover something new that will REALLY work for you, then here it is . . .

Whether you're new to the fitness industry or a seasoned veteran, I promise to show you how to eliminate the confusion, uncertainty, and frustration you are experiencing in your business by showing you a path to the best resources in the fitness industry. Guaranteed!

For just \$10 per month, on a month-to-month subscription (yes you read it right, only \$10 per month), fitness centers, health clubs, colleges, YMCA's, Jewish Community Center's, city and county recreation centers, athletic clubs, hospitals and wellness centers, military and government, and resorts will have access to resources that were developed by fitness industry professionals – resources that some thought didn't exist.

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**Online Video Training, Workbooks, and Testing** – Learn the best techniques for membership sales, service, leadership, and human relations, available 24/7 over the Internet.

**Audio Solutions - On Demand** – Streaming audio files with topics ranging from enrollment strategies, marketing, sales, and more.

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---

"This is the best thing I've ever seen for the fitness industry. Becoming a member of the association was the best thing we ever did. The audios, videos, documents and forms, along with the consultation we receive is unbelievable."

**-Glen Gilmore, Gil's Gym, Palmer, Massachusetts**

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"After being the provider of insurance for the fitness industry for over 20 years, I can honestly say that I've never seen anything like it before. It's over the top."

**-Ken Reinig, The Insurance Guy, Lakewood, Colorado**

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"As the President of Fitness Management USA, I couldn't believe my eye. The thought and organization of resources and materials were without a doubt the best I've ever seen in my 30 years of being in the health and fitness industry. Finally someone has put it all together in one location at an affordable price."

**-Jim Thomas, Fitness Management USA, Dallas, Texas**

---

Some of you have asked, "Why so cheap?" Well, in the early stages of planning, we decided to make the association widely available by charging less. Why would we do this? The goal here was to help as many people as we could in this challenging industry.

Can you really learn something from a bunch of fitness industry veterans? With over 40 years in the industry, we think so . . .

Be sure to visit [www.globalfitnessassociation.com](http://www.globalfitnessassociation.com) or [www.gfatoday.com](http://www.gfatoday.com) (as a short cut) and click on the Membership Information link to learn more.

As an added bonus, all new membership subscriptions taken during the month of October and November will receive the industry's leading "Member Retention Manual" for free.

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Contact Gary Hood at 775-298-1616 for more information on Global Fitness Association – Your #1 Resource for Fitness Industry Success.

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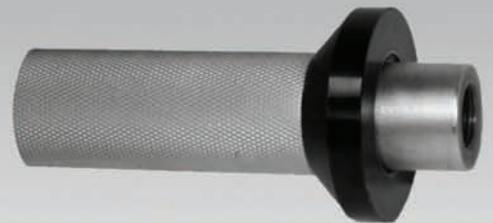
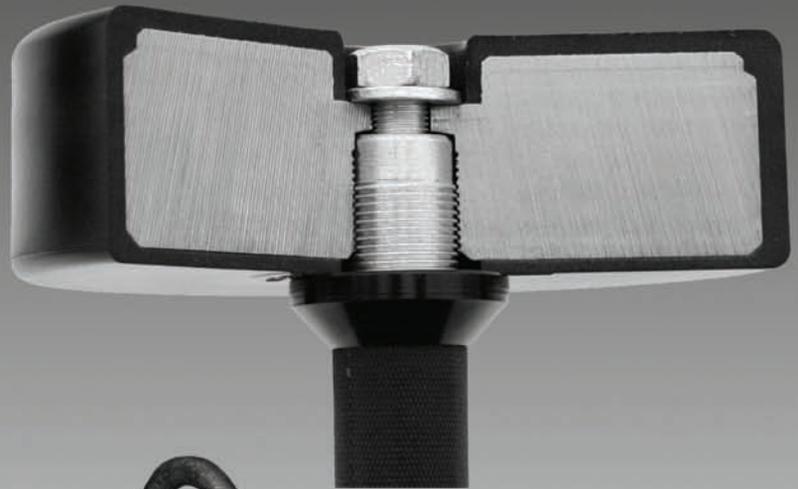
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