

NATIONAL Special Edition 2012 FITNESS TRADE JOURNAL

The Industry Guide for Fitness Facility Management



The Long Run:
TRUE's Thirty Year History
Proves "Premium" Prevails

see page 6

WALLY BOYKO PRODUCTIONS, INC.
P.O. Box 2490
WHITE CITY, OR 97503
CHANGE SERVICE REQUESTED

PRESORTED STANDARD
U.S. POSTAGE PAID
MEDFORD, OR
PERMIT NO. 40



We Cut Up Our Product
To Show You We Don't Cut Costs...



Brand X



Brand Y



Brand Z

Then we cut up the competition to show you exactly what you're paying for when you buy a urethane dumbbell. Compare the thicknesses of urethane casings before you compare costs, then you'll see that there really is no comparison. The only cuts we make are to improve upon the design of our products, without cheapening them. Ivanko is enduring quality, that's built to last.



IVANKO[®]
Engineered Passion

310.514.1155



www.ivankobarbell.com



Remember when people took pictures with cameras?
Remember when people worked out on treadmills?



The all-new Precor Adaptive Motion Trainer® (AMT®) with Open Stride™.

You don't need more treadmills. You need our new AMT that stride-for-stride provides a workout that's superior to all other cardio equipment. Along with adding a "wow" factor to any room, the AMT 885 delivers a low-impact workout experience with unrivaled personalization and limitless engagement. The breakthrough Open Stride feature is the technology that lets you adjust your stride height at will. Combine this with the AMT's ability to dynamically adapt stride length and your exercisers can immediately create the most personalized cardio session possible.

SEE OPEN STRIDE IN ACTION AT:

AMTFITNESS.COM

CONTENTS

SPECIAL EDITION 2012

- 6** The Long Run:
TRUE's Thirty Year History
Proves "Premium" Prevails
-
- 10** Hoist® ROC-IT® Solid Science
-
- 14** Using Heart Rate Monitoring
to Attract and Retain Members
-
- 18** Nautilus® Commercial Brings it
Home with New 10 Series Cardio
-
- 22** Fitness Industry's "Next BIG Thing"
-
- 26** Green and Greed
-
- 30** Ask Tom IVANKO, Part IV
-
- 34** EZFacility's New Mobile App
Takes Businesses to the Next Level
-
- 38** Risk Management Tip:
Friends Don't Sue Friends
-
- 42** Debt Financing in
Today's Financial Environment
-
- 46** Centaur Introduces
Actiflex Sport Flooring
-

National Fitness Trade Journal (541) 830-0400

Publisher

Wally Boyko Productions, Inc.

Associate Publisher

Meshelle Boyko

Editor

Ronnie Boyko

Art Direction

Advent Media adventmedia.us

Associate Editors

Ashley Boyko - Mattos
Carrie Boyko-Ross

National Advertising MGR.

Meshelle Boyko

Asst. Advertising Manager

Jim Clark

NFSB Vice President

Ms. Fitness® USA Coordinator
Michelle Thomson

Contributing Photographers

Sami Vaskola, Matt Shepley,
Carl Thygesen, Wally Boyko Jr.

The National Fitness Trade Journal is published quarterly (four times a year with an exclusive Trade Show Issue (July) for \$25 per year by Wally Boyko Productions, Inc. A California Corporation, P.O. Box 2490, White City, OR 97503. Editorial contributions must be accompanied by return postage and will be handled with reasonable care; however, the publisher is not responsible for unsolicited materials of any kind. Any material accepted is subject to such revision as is necessary to meet requirements of this publication. The act of mailing material shall constitute an express warranty by the contributor that the material is original and in no way an infringement upon the rights of others. Reproduction of this magazine in part or whole without consent, is prohibited. Send subscription inquiries and address changes to National Fitness Trade Journal, P.O. Box 2490, White City, OR 97503 Phone (541) 830-0400 Fax (541) 830-0410. Wally Boyko Productions, Inc., does not endorse advertised products or services represented in this magazine. Furthermore, WBP is not responsible for any warranties or manufacturer claims of product performance.

The Time Machine.



Achieve rapid strength gains in **just two 7 minute sessions per week** with zero impact, anaerobic exercise. Efficient, fast and effective.

The all-new reACT eccentric trainer represents a paradigm shift in health and fitness with results for:

- Training & Conditioning
- Sports Medicine
- Military and Emergency
- Rehabilitation
- Functional Training
- Senior's Health
- Pro Sport and more...



Scan to watch the video
Join our Social Community



reACT | ™

www.reacttrainer.com

1-888-700-6882

1-404-891-1516

The Long Run: TRUE's Thirty Year History Proves "Premium" Prevails



This year marks a milestone for TRUE Fitness as it celebrates 30 years in the fitness industry. Thirty years...that means Frank Trulaske had the vision of building the world's best premium treadmill at a time when MTV was just bringing music videos into our homes; a time when the Columbia space shuttle took its first journey; and not unlike today, a royal wedding was the talk of everyone around the world, as Prince Charles and Diana were married.



In 1981, Trulaske started out with the mission of building a superior treadmill. Today, TRUE® is the global leader in premium cardio equipment for the commercial and residential markets, and Trulaske's passion remains the same.

It would have been easy for Trulaske to remain in his family's already successful commercial refrigeration manufacturing business, but his passion lied in physical fitness and exercise. In the late 1970's, he and his brother, Jim, began to develop a business plan that would allow them to apply their design and manufacturing knowledge to the then young fitness industry.

After studying the existing exercise equipment that was out there, the Trulaske brothers were confident that they could deliver a higher quality treadmill than any on the market.

After a few years of extensive testing and innovation in their garage, they had a working prototype treadmill that they believed could outperform anything available at



Jim and Frank in their early years

the time. In addition, initial tests indicated that their design would provide users with a product of superior durability.

In mid-1981, TRUE Fitness Technology, Inc. was founded. The rest, as they say, is history.

TRUE's reputation for innovation and quality quickly grew, as did the company itself. Going from a handful of employees, to today when TRUE is an industry leader in technology, performance, safety and style. What began as a residential treadmill company has grown to be a premium commercial fitness solution for facilities across the globe. This is evidenced by the many awards TRUE has received for both its commercial and residential products over the years.

From the beginning, TRUE has focused on new technology and performance that help consumers live a healthier lifestyle. One area that Trulaske always believed in, and has become a signature of TRUE, is Heart Rate Control workouts and training.

TRUE was a pioneer in the fitness industry by putting focus on manufacturing treadmills that offer integrated Heart Rate Monitoring and custom Heart Rate Control programs. "By utilizing TRUE's patented Heart Rate Control® technology, you can customize workouts based on the specific target



RCS800



TCS800

continued on page 8 »

heart rate you wish to achieve,” says Trulaske. “While the innovation Heart Rate Control technology is now nearly twenty years old, it remains the smartest way to exercise and achieve the results you are wanting.”

The proud manufacturing traditions of quality and the culture of innovation at TRUE over the course of the last thirty years has given rise to a full line of truly extraordinary treadmills, indoor cycles and elliptical cross-trainers. As a result, people all over the world are benefiting from the TRUE experience.

From the very beginning, TRUE has always strived to provide biomechanically

correct and orthopedically comfortable, functional products. From the very first treadmill that offered an orthopedic design for a more comfortable surface for any walker or runner, to what is known today as the TRUE Soft System®, TRUE has always had the goal of delivering the best. That attention to detail is seen across the full product line today in features such as the mesh seat in the recumbent bike and the Soft Step® in the elliptical cross-trainers.

At the heart of our success is the relentless and systematic life testing of both the products and the components.

“Dedicated employees understand our philosophy is to deliver the best products in the world,” says Trulaske. “Our goal is not to sell the most cardio products in the world, but to deliver the world’s best premium equipment for our customers’ health and fitness solutions. We have built upon that philosophy for thirty years and will continue to do so.”

*For More information, contact
TRUE Fitness at 1 (800) 426-6570.
www.truefitness.com
info@truefitness.com*



#1 Fitness Assessment System

Discover MicroFit's high quality fitness assessment system and see how it can improve your facility's image and increase business revenue.

- Add value to justify dues
- Improve member retention
- Increase personal training
- Advertise your facility
- Attract corporate memberships

For information visit:
www.MicroFit.com
800-822-0405
sales@MicroFit.com

MICROFIT[®]
Fitness Assessment Systems

A large industrial fan is mounted on the ceiling of a gym. The fan has multiple blades radiating from a central hub. In the background, two people are working out on treadmills. The gym has a high ceiling with exposed ductwork and other fans.

BIG ASS FANS ARE AWESOME

Discover why more than 2,000 Big Ass Fans are used in gyms just like yours:

- Savings of 15% on cooling and 30% on heating (A big ass chunk of change)
- Recommended by over 4,000+ design professionals (Yeah, we're kind of a big deal)

Don't take our word for it – check out real results!

“The Big Ass Fan really stands out, and that's what attracted us initially. But as we looked further into the design of our club we realized we could actually minimize our HVAC needs. With one location we saved at least \$20,000 on reduced tonnage and ductwork.”

- **Art Nichols**
Planet Fitness

“One Big Ass Fan saved us \$900 per month on cooling and heating costs. It was a one year return on investment versus the 2.7 years payback on the high efficiency lighting I installed. Of all the energy-efficiency measures I researched, the Element fan was the best money-saving investment for my club.”

- **Mike Shirley**
Double Diamond Athletic Club

START SAVING. CALL US TODAY.

(877) BIG-FANS (244-3267) WWW.BIGASSFANS.COM

 **BIG ASS FANS**
No Equal.

HOIST® ROC-IT® **SOLID SCIENCE.**

WHEN FITNESS FANS APPROACH A HOIST ROC-IT PRODUCT FOR THE FIRST TIME, THEY INSTINCTIVELY KNOW THEY'RE ABOUT TO HAVE A UNIQUE STRENGTH TRAINING EXPERIENCE. ONCE THEY BEGIN AN EXERCISE, THEIR INSTINCTS ARE CONFIRMED. HOIST INVITES USERS TO "JOIN THE MOVEMENT™" IN EXERCISE TECHNOLOGY BY INCORPORATING THE ADVANCED MOVEMENT OF THE ROC-IT PRODUCT LINEUP INTO THEIR REGIMEN.

"With its dynamically rocking technology, the HOIST ROC-IT line reveals numerous biomechanical and physiological advantages missing with traditional exercise machines. This includes a dynamically-adjusted user position to optimally align and maintain joint position throughout motion, reducing shear-stress forces within joints by creating multiple segment movement, providing small, yet appropriate proprioceptive challenges to the lumbopelvic hip complex (LPHC) to improve stability and providing greater muscle pre-stretch or loading to overload muscles.."

—Fabio Comana, MA., MS., NASM CPT, CES & PES; NSCA CSCS; ACSM HFS; ACE CPT & LWMC; CISSN, Director, Continuing Education, NASM

ROC-IT products capture attention and make strength training more enjoyable, but the foundation of the ROC-IT design isn't based on appearance—it's rooted in extensive biomechanical research.

ROC-IT technology addresses the human body as a complete system, not as isolated groups of muscles. The movement designed in each ROC-IT product more closely mimics the way a body operates in everyday life, enhancing results and reducing risk of injury.

Traditional machine-based exercise is muscle-centric and provides a stable platform, which helps beginners and casual users. But it comes at the cost of isolating individual muscles in a stable environment. Effective strength training challenges the entire Human Movement System, which has nervous, muscle and skeletal components working in harmony to achieve optimal results. This is where traditional machines fail.





Fixed machine design restricts natural movement, especially at the end of the range of motion. It forces unnatural positions that put unnecessary stress on the body, increasing the risk for injury.

It's not uncommon to see a user come out of the seat on a fixed machine at the end of the exercise motion. Why? Because the machine forces the user into an unnatural position—out of proper alignment. The machine is fixed, and because the user is not, he/she is required to adjust to the machine to complete the exercise. With the compromised biomechanical positioning in the end of the exercise motion in fixed machines, the body's ability to safely and effectively control movement is diminished.

ROC-IT products continuously adjust a user's position, maintaining optimal positioning throughout the entire exercise range of motion. Essentially, the machine transforms to accommodate the movement of the human body.

Effective strength training requires an efficient way to condition and challenge a body's functional capabilities. It utilizes systems that promote optimal biomechanics throughout the full range of motion. It trains the body in a way that challenges and incorporates the body's stability centers.

Each ROC-IT machine is designed to continuously shift the user's center of gravity to impose appropriate challenges to the Lumbo-Pelvic-Hip Complex (LPHC). This advanced exercise movement enhances core involvement and the number of LPHC muscles

needed to stabilize the hips and trunk. ROC-IT products yield more stability, more strength applied to the exercise path, and more calories burned—for a more complete exercise.

HOIST'S ROC-IT PRODUCTS ACHIEVE MANY OTHER SIGNIFICANT BIOMECHANICAL ADVANTAGES OVER FIXED MACHINES:

- They make the human body an integral part of the exercise, training it as a system, not isolated and disconnected parts.
- They provide stable exercise platforms that help users maintain a natural range of motion and correct form without overloading or stressing joints.
- They allow users to impose a "pre-stretch" that improves muscle activation and strength increases.
- They reduce recovery time by eliminating awkward positions that compromise the body's ability to rebuild.

Fitness facilities exist because of their members, and it's imperative that owners install the safest and most effective equipment available. HOIST's ROC-IT line is an industry leader when it comes to selecting equipment that minimizes risk during strength training exercise. When you add ROC-IT products to your facility, you're not just installing machines designed and engineered with unique patented ROC-IT technology, you're installing machines people can't wait to use!

FOR MORE INFORMATION ABOUT HOIST PRODUCTS, Contact HOIST Sales at 800.548.5438 or sales@hoistfitness.com.



"The ROC-IT line is a true innovation in strength training that combines superior biomechanics with FUN to create an unforgettable experience. Kudos to HOIST for developing equipment that will help club operators attract all types of individuals to strength training."

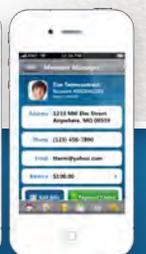
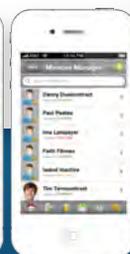
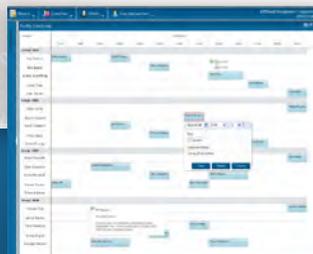
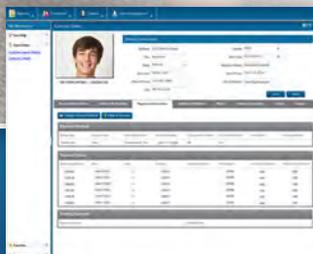
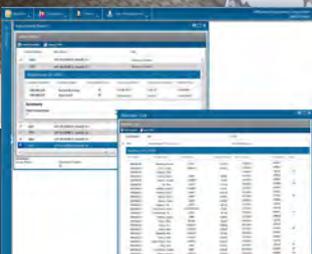
—Cedric X. Bryant, Ph.D., FACSM, Chief Science Officer - ACE®

SOFTWARE | BILLING | COLLECTIONS

Focus on making it **simple.**

Streamline operations and relationship management while saving time and money, allowing you to focus on what really matters – *your customers.*

Call 800-233-8483 for your simple solution to success.



AFFILIATED ACCEPTANCE
CORPORATION

Find out more about our simple solution at www.affiliated.org/simplesolution

Killer Workout That Won't Kill You

One Machine
Total Fitness



Gimmick or Game Changer?

At first glance, the BallBike may strike you as a gimmick. But look closer and you will see that it combines three proven exercise modalities – a core stability ball, a cardio bike, and progressive resistance – to create the world's first self contained circuit machine.

It's a killer workout that won't kill you, and here's why. BallBike engages virtually all your muscles in a smooth rhythmic motion, so your perceived level of exertion is low at very high target heart rates. You ride on air without discomfort or impact to avoid injury. Plus, on this multi dimensional machine, you do a different movement every minute, which beats boredom. BallBike is reasonably priced, so it won't kill your bank account either.

Contact us today to make the BallBike Revolution part of your facility

www.BallBike.com
877.668.4402
sales@BallBike.com





Using Heart Rate Monitoring to Attract and Retain Members

Today's jam-packed schedules add challenge to attracting and retaining health club members. Despite the best intentions, if members don't experience results from exercise, they tend to lose motivation and may stop coming to the club or drop their membership.

A simple way to engage members and stimulate results is through heart rate monitoring. While some exercise aficionados use their own heart rate monitors, clubs can capitalize on a valuable opportunity to teach heart rate monitoring and equip exercisers with the tools for more efficient, effective workouts.

When evaluating heart rate monitors, consider accuracy and reliability, along with service life. The Cardio Pulse Monitors from Heart Rate Inc. combine the advanced technology of the NASA space program with sophisticated ECG technology for the highest quality performance.

Heart Rate 101

Many exercisers don't realize that heart rate is an indicator of fitness level, and that with consistent cardiovascular exercise, the heart muscle strengthens. As the heart becomes stronger, it requires fewer beats to pump the same amount of blood to the body. Therefore, a lower resting heart rate (RHR) – the number of times the heart beats in one minute – is a sign of greater fitness.

RHR ranges from 28 for elite athletes to 100 for sedentary individuals. Health clubs can provide heart rate moni-

tors to members to measure RHR prior to workouts. **Over time, with consistent exercise, the RHR decreases – and a reduction of as little as 5 beats per minute (BPM) eliminates 7,200 beats per day and 2,419,000 beats per year, significantly reducing the workload on the heart and stress on the body. With consistent cardio training, a 10 BPM reduction is feasible, resulting in 14,400 fewer beats per day and 4,838,400 beats per year. Plus, calculating members’ target heart rate zones based on their goals (typically 65-90% of maximum heart rate), and educating them on how to adjust intensity levels during workouts based on these zones leads to more productive sessions.**

“We have been using Cardio Pulse Monitors for 15 years as part of our Heart Smart Philosophy,” says Sean Phillips, CEO at Omni Fitness in Fort Myers, Florida, “and we take them to companies or to the street to teach people the importance of heart rate and encourage them to exercise to lower their resting heart rate and add years to their life and life to their years!”

“touch” heart rate monitoring – even in the presence of perspiration and motion.

Using the Cardio Pulse Monitors, exercisers simply place their thumbs on the

biomedical sensor disks before, during or after exercise for an instant heart rate readout. Taking the guesswork out of training, these premium monitors transform simple workouts to scientifically based, personalized, measurable training programs.

Four Cardio Pulse Monitors are available for club convenience – handheld, equipment-mounted, wall-mounted and floor stand. All models come with theft-proof mounting, and after use, the monitors turn off automatically for longer life.

Training Tools

Developed by Heart Rate Inc, (the makers of VersaClimber) the sensor in the Cardio Pulse Monitors acquires high-quality ECG signals during space flights, and facilitates quick, accurate

Heart Rate Inc. / VersaClimber
1.800.237.2271
email@heartrateinc.com
www.heartrateinc.com



100% American Made Lockers

Ideal manufactures lockers in the U.S.A. with parts and materials made in the U.S.A., using U.S.A. written guidelines and specifications, all for your benefit. Give us a call for a quote today and buy USA!

- Wood & Plastic Laminate Lockers Built Daily
- Over 25 Years of Manufacturing Excellence
- FSC Certified and Compliant
- LEEDS EQ4.1, 4.2 & 4.4 as well as MR5,6, & 7
- GSA #GS27F0019R



800-88-IDEAL
idealockers.com

cemco

"QUALITY THAT MAKES YOU STRONG"



CEMCO STRENGTH EQUIPMENT, INC

PO BOX 9291-1816 CHICO AVE SOUTH EL MONTE, CA 91733-0036

(855)232-3626 SALES@CEMCOSTRENGTH.COM



REP-MAXX



REP-MAXX

STRENGTH EQUIPMENT

Bringing Technology to the Weight Room

REP-MAXX is the first line of intelligent strength equipment with a computer controlled operating system and touch screen panel. The touch screen program is as easy to use as your smart phone; simply enter the weight you want to lift, the number of reps, and begin! For a more advanced lifting set, program a pyramid or drop set on the screen and **REP-MAXX** will adjust the weight while you're lifting!

REP-MAXX Features

- 10 Inch TFT color touch screen panel control system
- Automatic weight load & release
- Smart Spotter feature (reduces/releases weight loaded)
- Emergency Kick Release
- Industrial grade machinery
- Designed & Built in the USA



REP-MAXX is truly the future of strength training, and you must experience the difference for yourself.

Contact our sales team today for a demo at your facility!



REP-MAXX STRENGTH EQUIPMENT

Toll-Free (855) REP-MAXX (855.737.6299)

Main 209.589.1685 • Sales 209.499.7688

9255 Creekside Lane, Modesto, CA 95357



INFO@REPMAXX.COM

WWW.REPMAXX.COM



Nautilus® Commercial Brings it Home with New 10 Series Cardio



When Med-Fit Systems purchased Nautilus® commercial assets, their commitment to providing American jobs and reinvigorating the US economy induced the new owners to figure a cost-effective way to return the manufacturing of their strength and cardio equipment to the USA. Besides the altruistic effects of boosting the US economy, this move also enabled Nautilus® commercial to make improvements to their equipment that would not have been feasible overseas.

Med-Fit Systems' CEO, Dean Sbragia illustrated some of the ways that the new cardio products being manufactured in the USA would benefit. "Bringing manufacturing back from China and into our Virginia facilities made sense on so many levels. We were able to demonstrably improve the function of the products, as evidenced by our new eddy current brake system on our upright, recumbent, and elliptical, by our two entertainment touch screen options, by our automotive-type integrated cooling fans with auto mode and by our ability to offer custom color frames to suit our customers' design schemes."

Sbragia assessed, "The decision to bring our equipment manufacturing back to the U.S.A. not only created more domestic jobs, but it also allowed us to warrant better quality and shorter lead times for our customers. All functions are now under one roof - engineering, design, prototype, production, QC, and distribution. We have control of the process and thus are able to implement and ensure that our quality procedures are stringently adhered to."

It was in February of 2010 that Nautilus®, Inc.'s commercial assets were purchased by Med-Fit Systems. Immediately thereafter, the process was initialized of moving the manufacturing of F series strength products, ellipticals and treadmills back from China to the USA. In quick succession, the engineers at Med-Fit's Nautilus® commercial

division developed and introduced the single and dual stack Freedom Trainer, the NOVA and EVO strength lines, and the K2 Vertical Climber. With the addition of all of these new products, Med-Fit Systems has been able to provide a large number of new jobs in Independence and in various locations across America.

The newest addition to the Nautilus® commercial fitness equipment family: the 10 series cardio line. This attractive new line includes an E10 elliptical, an R10 recumbent and a U10 upright indoor cycling bike. Because the machines are manufactured in Independence, VA by Nautilus® commercial, the company has been able to improve their cardio line over their previous 916 series and over their competitors' products.

On the list of 10 series improvements and unique features are numerous in the categories of durability, function and pure good looks. The equipment has undergone a complete redesign, ensuring better performance and reliability, and the addition of customer entertainment options and color customization. The 10 series is aptly named, as it indeed scores a perfect 10.

Setting Nautilus® commercial equipment apart from its mostly overseas produced competitors is the ability for virtually limitless color customization, at a reasonable price and with a swift turnaround. Gym owners and commercial facilities are limited only by their imaginations in creating their company's branding on the American-made Nautilus® commercial equipment. Frame color (and upholstery color on

upholstered strength equipment) can be customized to suit the buyer.

Also new with Nautilus® commercial cardio are outstanding touch screen entertainment displays. The 10 series elliptical, upright and recumbent IC bikes, and the new K2 vertical climber all come with either a 7" or 10.2" model (16:9 display for HDTV, iPod connectivity and charging.)

Another improvement that was made to the 10 series cardio line was replacing the alternator with a smooth, effectively maintenance-free eddy current braking system. Nautilus® commercial's eddy current magnetic brake technology has no "wear-out" parts, like frictional elements or brushes that need replacing, as used on competitors' alternator driven cardio equipment.



As a function of the new eddy current magnetic braking system, the new 10 series cardio resistance range has a remarkable capacity between 15 and 1000 watts, dependent on user effort.

A unique feature worth mentioning (though not new with the 10 series) is Nautilus® commercial's patented SyncLink® four-bar linkage system that is built into the foot pedals on the new E10 elliptical. The pedals follow the natural movement of the feet during the entire elliptical motion. Because users feel more comfortable, their workouts are more challenging – leading to better results. The articulating pedals also keep the hips, knees and ankles properly aligned.

Nautilus® commercial's SyncLink® and eddy current brakes are just a couple of many modern technologies implemented that stay true to Arthur Jones' original Nautilus® philosophy: Superior equipment equals superior results.



The purchase of Nautilus® commercial assets included the enormous manufacturing facilities in Independence, Virginia. Two of the expansive property's four buildings are pictured here.

Nautilus® commercial fitness also 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

HELIX[®] 3000

is more than just ground -
breaking ... it runs *circles*
around the competition.

WE'VE GOT PROOF.*

*A 2011 University of Tampa study found the Helix outperformed a leading elliptical in 7 of 8 muscle groups.

Researchers concluded that Helix users also reached target heart rate goals 23% faster, translating to increased calorie burn. **Full results at www.helixco.com/study**



LATERAL MOTION!

	HELIX [®]	Elliptical	Treadmill	Bike	Stepper
Cardiovascular conditioning	✓	✓	✓	✓	✓
Adduction - Inner thigh	✓			✓	
Abduction - Outer thigh	✓		✓		
Circumduction	✓				
Multi-directional	✓				
Intense focus on glutes	✓				✓
Activates calves	✓	✓	✓	✓	✓
Activates quads	✓	✓	✓	✓	✓
Activates hip extensors	✓				✓
Improves ankle mobility	✓				
Works in multiple planes	✓				
Activates obliques	✓		✓		
Works lower body a full 360°	✓				

Want to learn more about bringing the most revolutionary trainer on the market to your gym?
Contact us today at 888-435-4926 (888-HELIXCO) NFJ@helixco.com



FitWall®

You are the Machine™

US & Foreign Patents Pending



Unlimited Small & Large Group Programing



Photos by 'Body Photage, Inc

The Ultimate Functional Training System for all ages

Thousands of Exercises

Virtually "NO" Maintenance

Wall or Floor Mounted

Indoors or Outdoors

Minimize Costs

**"Everyone who tries it,
Loves it!"**
Jason Humphrey
Commercial Fitness Solutions, Inc.

Vertical Training™
Suspension
Compression
Resistance Band
Plyometrics
Flexibility
Strength
More!!

The most effective Cardio on the planet!

Do more in less time on The New EDGE FitWall.

Division of: Brendle Systems

Made in the USA

www.FitWall.com

307-638-4046

Fitness Industry's "Next BIG Thing"

"Telomerase activation could wreak havoc in the sports world! When everybody starts getting their telomeres lengthened, age group designations in sports and fitness will be obsolete. If an 80-year-old gets his telomeres lengthened to that of a 24-year-old, and beats a 30-year-old, then what age group did he win?"

With telomerase activation, you age backwards toward that 24-year-old peak. I predict that soon you won't have a competitive chance if you're NOT taking a telomerase activator."

- Bill Andrews, PhD, ultra-runner, and telomere biology pioneer, discoverer of the hTert Telomerase Gene.

The National Fitness Trade Journal sat down with Greta Blackburn, Editor of our sister publication, Ms. Fitness Magazine, and Co-Author of "The Immortality Edge," a prescriptive book based upon Telomere Biology. We asked Greta what all the excitement is about with what some very renowned scientists, like Dr. Bill Andrews, are calling "The Next Big Thing" to impact the fitness industry. But it's not just about fitness. It's also about open-ended youthfulness.

Greta told us:

"The fitness field has no shortage of trends, fads and "Next Big Things." Remember the Bullworker? It was the hottest product of its time. The rage in fitness classes was Tae Bo and now it's Zumba. Trends come and go.

But what we're talking about here, is a discovery of such magnitude that it won the 2009 Nobel Prize in Medicine. The telomerase discovery has led to the ability to stop the degenerative process at the cellular level, and actually reverse the process of aging. It is the **single greatest health and fitness development in our lifetime.**

Of course the fundamentals will remain in place: Stretching and balance, for example, now have protocols ranging from Yoga to Pilates to Yoga and Gyrotonics. But the principles remain intact. And we'll never lose the importance of diet, proper hydration and exercise for maintaining health.

Resistance training, as well as aerobic and anaerobic exercise will remain necessary basics.

".....you won't have a competitive chance if you're NOT taking a telomerase activator." Bill Andrews, co-discoverer of the hTert telomerase gene, ultra-runner, telomere biology pioneer.

But none of these reverse the degenerative process at the cellular level. Old age is something that starts within each of our 10 trillion cells and cannot be stopped or reversed by simple exercise and diet.

The discovery of telomerase, telomeres, and their impact on Lifespan Technology is one of those rare occasions when a discovery and application alters our concept of what we thought was cutting-edge.

Knowing how to support our telomeres is emerging as what may very well be the most important, foundational part of our health and fitness goals."

We asked David Cross, the Founder of a company devoted solely to developing telomere support formulations, and the man who created the Avon Women's Wellness Division, to help us more fully understand this exciting field.

Q: So, what exactly are telomeres?

A: Let's start with a quick lesson in cell biology:

The human body has over ten trillion cells. The job of these cells is to constantly divide, replicate, and proliferate in order to keep our bodies alive and well. The "brains" of this operation are genes that sit on the 23 pairs of chromosomes (long sequences of DNA that contain all of our genetic information) found in the nucleus of each and every cell.

Telomeres are protective, buffering pieces of DNA material at the ends of all of the chromosomes. Without the protection of telomeres of a certain length, the genetic material of the chromosomes degrades over time.

Time, stress, and environmental and lifestyle factors all contribute to shorter telomeres. Young, healthy bodies' cells have the ability to divide and replicate. Over time, however, with each cell division, the telomeres shorten. The cell's inability to continue to divide means we cannot grow new muscle, skin, blood, bone and other cells as we need to remain healthy and fit.

Q: What happens when telomeres shorten?

A: There's a wealth of literature showing individuals with longer telomeres live longer.

Shortened telomeres are less able, or unable, to protect the chromosome from fraying or sticking to another. Damage degrades genetic information.

Short telomeres cause cells to malfunction, and chronic degenerative diseases and conditions follow. These may include:

- Muscle wasting
- Cancer
- Rheumatoid Arthritis
- Bone Loss/Osteoporosis
- Skin wrinkling
- Atherosclerosis
- Insulin Resistance/Type 2 Diabetes
- Impaired wound healing and more

Q: What is telomerase?

Telomerase is an enzyme that occurs naturally in the body. It is vital in maintaining cell health. It elongates your telomeres. Scientific studies have shown that controlled activation of telomerase in normal cells can restore telomere length, improve functional capacity, and increase the proliferative lifespan of cells.

Over the past several years, a few companies have offered products to support telomere health. Most address only telomerase activation. But Nobel Prize discoveries show that there are 3 major causes of telomere shortening:

- 1) Loss of Telomerase
- 2) Oxidative Stress, and
- 3) Inflammation



TeloMax, the MaxLife Solutions telomere nutritional supplement developed in conjunction with Telomere BioSciences, addresses all 3 major causes of telomere shortening.

Its formula has a proprietary blend of 5 telomerase activators while addressing the other 2 major causes of telomere shortening.

It's important to remember that 'longer telomeres' are the scientific and medical goal, which has been tied to greater health, not telomerase activation. So, while others may be fine telomerase activators, telomerase activation is only one driver of overall telomere length.

GRETA B "The Telomere Diva" Predicts:



She's the Founding Editor of *Ms. Fitness*, co-authored the groundbreaking longevity book, "The Immortality Edge", "invented" bootcamps with her FITCAMPS, and now leads the initiative called "100 is the New 50."

Her advice to those who want to stay on top of their game personally and to claim a competitive edge in their fitness businesses? Learn about telomeres!

"Helping people reach their fitness goals will always include the proven basics. But now trainers as well as club owners need to factor in targeted nutritional supplementation for telomeres too.

I'm working with MaxLife Solutions to develop guidelines for club owners, managers, trainers, wellness professionals and others who want to include this information along with offers of the top telomere supplement, TeloMax."

Consider two key scientific findings:

- 1.) Oxidative Stress, untreated, can reduce existing telomerase activity by 50-70%! (Source: Kurz, et. al., Journal of Cell Science, 2004).
- 2.) The impact of Oxidative Stress alone is so great that, if untreated, it effectively wipes out the telomere length INCREASE normally caused by active telomerase. (Source: Ahmed, et. al., Journal of Cell Science, 2008). In addition, Inflammation, untreated, can also reduce telomere length by the equivalent of several years of aging. (Source: Bekaert, et. al., Aging Cell, 2007.)

TeloMax can be expected to both 1) help reduce the rate of telomere shortening (to slow down aging) and 2) help re-lengthen telomeres through telomerase activation (to help reverse aging at the cellular level).

Many customers report increased energy, endurance, and vitality within the first couple of months. Also, since Immune cells [Leukocytes] turn over so rapidly, evidence shows that the immune system should benefit within the first 2-3 months. Other results take longer. For example, it is unlikely that one would see an actual increase in telomere length until at least 6-12 months.

Q: At what age do you recommend a person begin taking TeloMax?

A: Ideally, people should start taking TeloMax in their 20's. Most people over 40 should start immediately. Protecting your telomeres becomes increasingly critical as you get into your 50's, 60's and beyond.

Q: Does TeloMax show an improved sense of physical and/or mental well being?

A: Results and benefits vary from person to person. Some experience improved energy, well-being... and even more. Others do not report, "feeling" any differently, just as people whose cholesterol improves don't "feel" better.

Q: What are the health outcomes (more energy, healthier heart, etc)?

A: Supplements are not intended to prevent, treat or cure any disease. TeloMax is intended to support the healthy functioning of our cells, tissues, and organs as we age. Reduced telomere shortening and longer telomeres can be expected to show themselves most readily in improvements in: cardiovascular health, immune health, and some of the areas for which we cited baseline blood tests above. In addition, clients have reported, anecdotally, improved

energy, endurance and athletic performance, sexual potency, improvements in vision, mental performance and in the appearance of skin, hair, and nails.

Q: What is so unique about the product ingredients?

A: This proprietary blend of 12 ingredients, all targeted to support telomere length, is unique."

When asked what made him possibly the greatest hockey player of all time, legend Wayne Gretzky, said that he "always focused on where the puck was going to be, not where it was." If there was ever "a call to action," knowing where the "Next Big Thing" in fitness is "going to be" is certainly worth taking into serious consideration!

You can find more information, including a comprehensive resource guide to having telomeres measured and other health biomarkers and suggested tests at YourMaxLifeSolutions.com/telomere.

*For more information about TeloMax
email: telomere@maxlife.org
or call 800-727-2888*



Over \$1 BILLION Dollars has been funded in the Fitness Industry through SBA Loans!

- ▶ We package SBA Loans including or not including the purchase of real estate
- ▶ Loan \$\$\$ can be used for equipment purchases, build out and working capital
- ▶ SBA Loans range from \$250K to \$4M with repayment terms from 7 years to 25 years

Do you need to replace your tired fitness equipment?

- ▶ We offer equipment leases for existing club owners, municipalities, YMCAs and start-ups
- ▶ Leases range from \$5K to \$250K based upon time in business and personal credit

Do you need Ca\$h for Working Capital?

- ▶ We offer cash advances to existing club owners that currently accept credit cards
- ▶ Ca\$h advances range \$5K to \$250K based upon sales volume
- ▶ There are no restrictions on how the ca\$h can be used

Contact Paul Bosley Today!
(561) 702-5505
paul@ffcash.net
www.ffcash.net

GAMECHANGER

Give your members another reason to love you with EZFacility's new **MemberMe Mobile App** for iPhone and Android devices.



MemberMe

Your members will receive instant access to:

Class Schedules: Members can book classes directly from their phone, share it with friends via Facebook or email, and add it to their calendar.

Updates and News: Announcing extended hours, holding a contest or opening a second location? Update your clients right away via MemberMe.

Offers and Promotions: Provide virtual coupons and inform members of current sales, promotions and specials.

Business Information: Give members easy access to hours of operation, contact details, trainer bios, childcare information and more.

Photo and Video Gallery: Keep members involved by uploading photos and videos to help promote your business.

Facebook: Encourage members to bring a friend by allowing them to post updates on Facebook through the MemberMe application.

Interested? Give us a call at **866-498-3279**

MemberMe integrates with existing EZFacility accounts and can also operate as a stand alone app.

Green and Greed

1. What does this mean?
2. Renewable?
3. Recycle?
4. Refurbish?
5. Remanufacture?

Fitness Equipment Source, Inc. for over twenty years has been leading the industry. We renew, recycle, refurbish and remanufacture instead of filling landfills with used fitness equipment. We recycle equipment. Today, this is what we call going green. This concept is not new to us.

Fitness Equipment Source, Inc., going on twenty-three years of business, has been in the business of conserving our national resources and not filling our landfills. Before recycling fitness equipment, landfills were filling up with old exercise equipment.

Why buy remanufactured equipment? For the obvious reasons of doing your part to conserve and being conscious of the environment, but there is also the tremendous cost savings. After all, once the wear components are replaced and it's been

repainted, and the electronics and motors have been thoroughly gone through, it leaves only the frame, which is the most expensive part of the machine in the first place. The frame is the most costly to manufacture and very rarely do you see a frame that can not be recycled.

But you can also waste a lot of money not doing your due diligence. In this day and age of greed and the defrauding of consumers, it is time to stop blindly giving our money out and trusting those receiving it are going to do what is in your best interest.

Before shelling out your hard earned money, here is what you need to know prior to buying used equipment:

1 Is the company you're considering a brick and mortar company? I.e. do they have a warehouse or a manufacturing facility or just an office? Are they in a home office and just buying from a remanufacturer brokering the equipment? Are they a retail company that sells used equipment part-time or maybe a service company putting in a couple of new parts and reselling it as remanufactured?



2 What does their Better Business Bureau report say? This may tell you something about how they may resolve a dispute that could take place between company and customer.

3 How long have they truly been in business and how many of those years have they been remanufacturing equipment? Don't be fooled by Johnny-come-Lately's that throw up a web site claiming ten, twenty, or thirty years in business. Is this truly what they were doing thirty years ago? When Fitness Equipment Source, Inc. opened their doors twenty years ago, there were only a handful of people selling used equipment. Keep in mind that of that handful, only two are still doing business today.

4 Ask to speak with some of their oldest clients. Reliable companies will be able to provide references. A good reference will tell you two things. First that they obviously do quality work to maintain clientele for that long of time and secondly, it will also give you a closer idea of the age of the company.

5 Check for their current business license.

6 Beware of those just selling 'used.' This can really be a wallet drainer. 'As is' cardio can be a very dangerous bet; there are some that just replace a belt & deck. Even still you can be forking out hundreds of dollars on failures such as electronics, bearings, and weak lift and drive motors. This is truly a buyer beware!

7 What is their warranty? And how would they handle an issue if it were to arise? Reputable remanufacturers offer six months parts and labor and one year on motors with on site repairs by qualified service techs. If they are offering more, beware. Some companies may offer longer warranties but warranties over one year, again buyer beware. Even manufacturers have been hurt by long warranties. This tells you to get it in writing and check how long the company has been in business making these promises.

8 Product Liability insurance -ask to see a copy. A responsible company will carry liability insurance to not only protect the company but the customer as well.

9 Take note of the type of remanufacturing. We have seen most of our competitor's product. Yes, they may say they repaint and repowdercoat their merchandise, but does their product match the factory colors? Are they simply painting how ever they like as shown in picture 1? This picture shows how someone refurbished a crosstrainer four shades different than factory specifications. If you're adding to existing equipment, a piece like this will definitely stand out like a sore thumb. This is not Factory specifications for refurbishing or remanufacturing. Picture 2 shows Fitness Equipment Source's finished product.

Saving money as well as saving our planet by recycling is a win/win proposition. The only catch is making sure you're dealing with green but not greed. For more information on making a difference and other tips on what to look out for, call Fitness Equipment Source, Inc. at 1-800-748-5125 or visit www.fitnessequipmentsource.com



Centaur

presents:



Actiflex

Sport Flooring

*No Nails + No Glue =
Fast Klik™ installation
Solid Wood
Boflex Quality
Championship Performance*



*The performance of a champion with BOEN X-PRESS™
locking technology that ensures a fast and easy installation.*

CENTAUR FLOOR SYSTEMS
WWW.CENTAURFLOORS.COM 1-800-536-9007



Ken Reinig, President



Tiffany White, VP of Sales & Marketing

HE'S BACK!

The fitness industry's leading risk management specialist, Ken Reinig, has formed a new insurance agency, **Reinig Insurance Solutions**.

As past president and founder of Association Insurance Group, Ken has been insuring health clubs, instructors, and personal trainers for over 20 years.

If you are currently dissatisfied with your existing insurance company, or if you would simply like to save some money on your insurance premiums, please contact Ken and Tiffany for a quote at 1-800-668-2340.

PHONE: 800-668-2340 | FAX: 303-800-0548
Ken@theinsuranceguy.com | Tiffany@theinsuranceguy.com

2425 S YANK CIRCLE, LAKEWOOD, CO 80228

Ask Tom **IVANKO**, Part IV



By Tom Lincir,
President and Founder,
Ivanko Barbell Company

This is not an advertisement. It is a public interest article.

WHY DO YOU GUYS MARK THE RINGS ON YOUR OLYMPIC BARS WRONG?

Tom,

Why do you guys mark the rings [on] your Olympic bars wrong? No one in weightlifting will buy your bar because it marked wrong. A small industry has popped up: Rogue, Pendlay, Muscle Driver because there is nowhere else to buy an American bar that is marked properly. I believe [a certain Olympic bar reseller] told you guys this before he started to make his own bars. There are rules on this established by the IWF. Just wondering. Always bothered me.

- A Reader in the USA (and a US Olympic Weightlifting Coach)

To answer your question: 1) We have four different and distinct spacing marks on the OB-20KG, OBX-20KG, and OBS-20KG. 2) Our 29mm stainless powerlifting bar (OBSX-29mm) and our 28mm stainless needle bearing Olympic bar (OBSNB) have the knurling you happen to like. 3) Historically, all spacing marks were created by various manufacturers and the designs were approved by the organization promoting the contests who donated the most cash or other benefits. 4) Great lifters make the lift regardless of the spacing marks on the knurling. 5) Olympic lifters and powerlifters are only a minority; most athletes are just trying to get stronger in order to be better at their chosen sport. 6) As far as I know, nobody knurls a bar after it's been hardened, except for Ivanko. This fact, among others, dictates the way we knurl and the marks we put on some of our bars.



knurling on OBSX-29MM & OBSNB

When we introduced ETD-150 to the industry back in the early 80's (a steel that incidentally, most others' higher end bars now contain), that type of steel machines like butter. You can do anything you want to it. As we progressed to higher strength steels over 200,000 PSI, we were met with more challenges. And as I've noted in previous articles, there is a geometric progression in difficulty (and therefore cost) between knurling a steel at 150,000 and 200,000 PSI. It's not a simple matter of ratios as some advertising copy would lead you to believe.

CUSTOM DUMBBELL HANDLES.

Dear Tom,

I am looking to make some of my own custom "big handle" loadable dumbbells. I would like them to be about 18" long and no one makes anything like this. Sure I could buy some and cut them but than again that would cost me a LOT. So I would like to make some of my own. I am just worried about material selection. I realize with a short dumbbell it doesn't matter as much but I would still like to do it right. So I was wondering if you could tell me what material you use/recommend. This would be greatly appreciated.

Thanks, T. L. (via e-mail)

Dear T.L.,

If you are going to make the handles out of solid one piece steel and for Olympic plates, 1018 CRS would be OK. For small hole, regular plates, I would use 1045 CRS.

Thanks,
Tom

FURTHER REPLY TO LAST RESPONSE:

Thanks for the help in this matter. Now lets just say I wanted to make the "best" dumbbells out of the "best" material. I see that your barbells are rated at 218,000 PSI tensile strength. 1018 is only rated to 63,000 PSI. 1045 is rated at 82,000 PSI hot rolled or 90,500 cold drawn. So my question is this: if I wanted to make a pair of loadable dumbbells out of the best and strongest material (218,000 PSI) what would I be using? Would 4340 be the material of choice or a tool steel like D2 or O1 or H13? And if I wanted to them to not rust and made them out of stainless would I want to use 17-4 PH.

Just for the record, I'm not really asking "what would work" like most people do. I want to know, "what is the best." I am not doing this to save money. I am doing this because I want to make products that can't be bought. 2.5" handles for example. The 2" bars aren't really big enough for me. As well as some other custom stuff. If I wanted a straight forward Barbell or Dumbbell I would definitely buy Ivanko! Ya know what I mean?

- Thank you, T.L.

Dear T.L.

You could make out of Vaxco-Max 350 if you could find it.

That's what they make warheads for the Tomahawk missiles out of. If it is only 18", you would gain little to nothing by using an expensive steel, especially if you wanted a 2-1/2" handle turned town to slightly under 2" for Olympic plates. I have very good luck with 1045 CRS. It is tough but not brittle. I use that for



You can make dumbbells from same steel as the Tomahawk Missile.

35-mm dumbbell handles have never had one break or bend, so far. Be careful with some of these exotic steels. They may be designed for different purposes and not good for barbells. We've found this out the hard way.

Carry on,
Tom

DO I NEED A STAINLESS STEEL OLYMPIC BAR?

Hi Tom,

I'm planning to buy my first ivanko olympic bar for my home gym. The bar will be mainly used for bodybuilding movements perhaps some olympic lifts later on. Is the obx 20kg a good choice for me? The stainless steel is just way out of my budget. Any advice would be appreciated.

Thanks,
Gerald

Hi Gerald,

First thanks for considering IVANKO. I don't think you need stainless steel. That is more for outdoor, ocean front, high humidity areas. The best bar for you would be a OB-20KG. This bar is perfect for bodybuilding movements and will work well for Olympic lifts, if you decide later to try them. The OB-20KG is a really strong bar that will last you a lifetime. The bar is sonic and mag tested, so, it is safe, as well. I look forward to hearing your comments after you try an Ivanko bar.

STAY STRONG,
Tom Lincir

LETTERS FROM READERS IN RESPONSE TO OUR PREVIOUS ARTICLE, "MADE IN THE USA: IVANKO QUALITY KNOWS NO BORDERS."

Dear Tom,

The Article was great -- and I think it summed up why I love companies like yours in the very first paragraph: "There's often a market for the best, despite production costs."

However, the problem that I even fail to really come to terms with is the very LAST sentence of the article: "If you're doing the right things, you rarely want to limit yourself to limit yourself to

one roof. Those who do live in a room without a view."

That's so true, and while it's great to be an idealist and say that everything must be made in the USA (though I'm perfectly happy to accept European, Australian, Japanese, etc., as they're equally as good to their employees), however the reality is that we live in a world where it's plain and simple: countries like China and Taiwan make some things much, much better than we do (and in some cases, making some things that we can't and don't make here or anywhere else).

J. H., (via e-mail)

Hello!

First off, thanks to Tom and your team for continually striving towards excellence! His articles and information on your website are priceless. Nothing compares to the honesty, straightforwardness, reasoning and work ethic of why you all do what you do!

I especially liked the story about a company wanting to buy your steel for the pins in their power rack and how you wouldn't sell to them because of their view towards not having a warranty for the Olympic bar itself.

Question: Do you offer the OB-20KG Olympic bar without the black oxide finish? In other words, just the bare steel. We are also considering the stainless steel bar.

Thanks,
Joe & Helen

Dear Joe & Helen:

Thanks for your comments and support. We can leave the finish off any bar if you like. There's a long history of Olympic bar manufacture with companies like Schnell forgoing a finish on their bars with a raw, unfinished bar. As long as you wipe the bar down regularly, you should be fine.

Carry on,
Tom

OBZ-40 PROTOTYPE: We are currently testing prototypes of our extra-long (6', 2") Olympic EZ-Curl bar designed to fit in a wide-grip rack. It's a heavy-duty, no compromise, US-made bar and should see a full production run in late 2012. This version replaces the imported version we used to offer. Photos & updates of the new OBZ-40 prototype may be seen on our facebook page.

Ivanko Barbell Company was founded by Tom Lincir in 1967 and is the most respected manufacturer of professional and commercial grade barbell and dumbbell products worldwide. Your comments or questions are welcome.

Contact Tom at [LinkedIn](https://www.linkedin.com/company/ivanko-barbell) or [Facebook](https://www.facebook.com/ivankobarbell) or [YouTube](https://www.youtube.com/ivankobarbell)
San Pedro, CA 90733 U.S.A.

For product information, pricing, and our newsletter sign-up, see our website ivankobarbell.com or call (310) 514-1155.

Create a HEX tanning system.



Experience unlimited customization that no other manufacturer can provide.

Design your own HEX system. Mix and match colors, textures and designs from more than 150 finishes, including unlimited custom branding possibilities.

Maybe you don't want the attached dressing room – or maybe you just want to change its features. Perhaps you want a HEX system that is unique to your business, or one with special dimensions. You're in luck because HEX is the only tanning system so versatile that you can design one just for you.

HEX systems are U.L. Listed in the U. S. and C.U.L. Listed and C.S.A. compliant in Canada. We also meet all electrical specifications throughout the world.

You can choose your lamps, too. But we're betting you'll want 46 SmartLamps™. With their 3-part design, they are the only lamps that tan the face, body and lower legs at an equal rate. Electronic ballasts drive our SmartLamps to perfection, provide a better tan and save on utility bills.



And here's something else that makes us different from any other tanning manufacturer: our company also has a medical division, Ultra Derm, that designs and builds medical phototherapy equipment that the blue chip insurance carriers underwrite (with a doctor's prescription). Invited to exhibit at American Academy of Dermatology conferences, Ultra Derm provides equipment to doctors, clinics, hospitals and VA hospitals around the world.

Call us! We're ready to go to work for you right now, with state-of-the-art equipment, proven tanning marketing concepts, and amazing customer service.



We make it our business to make your business better.™



1-800-556-3201 www.hextanning.com
Premium tanning concepts from a stand up kind of company™



GET A GRIP¹⁴ ON OUR CHIN/DIP.

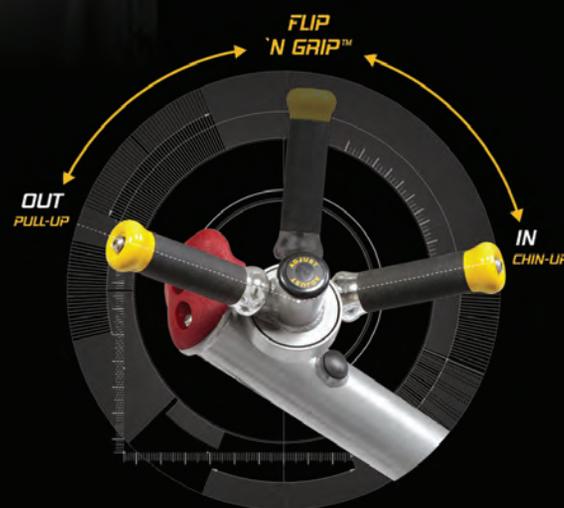


The newest addition to the ROC-IT family—
The HOIST[®] Chin/Dip Assist.

Engineered to join the popular HOIST ROC-IT product line, the Chin/Dip Assist offers users **14 exciting exercise variations!**

Unique features include HOIST's Flip 'N Grip™ handles (shown right) that allow users to perform neutral grip pull-ups and narrow grip chin-ups.

The Chin/Dip Assist also features rock climbing handles that develop wrist, arm, and shoulder strength.



Join the Movement™

Contact us at 800.548.5438 or
sales@hoistfitness.com for more information.

HOIST
HOISTFITNESS.COM

facebook ↻ twitter ↻ youtube ↻ /hoistfitness

EZFacility's New Mobile App Takes Businesses to the Next Level

MemberMe Mobile App is an Industry Game Changer

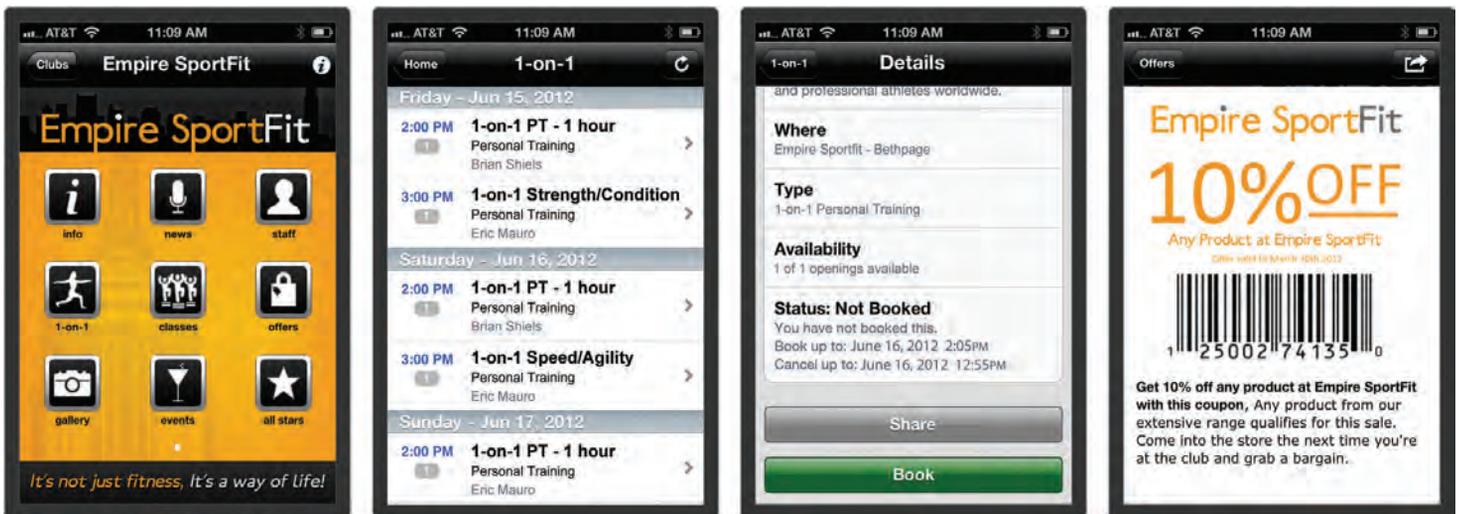
Taking 2012 by the horns, EZFacility has embraced the mobile age. Having recently introduced MemberMe, a mobile app offered to fitness businesses to engage members right from the palm of their hand, EZFacility is helping its customers stay one step ahead of industry trends and bring their business to the next level.

Today, more forward thinking businesses are recognizing that having a mobile app will be just as important to their business as a phone number and website. With 33 percent of mobile users looking to access local content relevant to their location, it's no surprise that EZFacility has taken the steps to ensure their customers have the tools they need to succeed.

EZFacility is enabling small businesses to play with the "big boys". Instead of developing an app that comes with a hefty price tag, businesses can turn to MemberMe, a low-cost and easy solution that owners can easily justify putting the time, money, and effort into.

The stats say it all:

- Mobile use in general is increasing 39% year over year, while app use is doubling year over year.
- The US now has more wireless customer connections than it does people.
- Pew polling and research estimates that 35% of all US adults have phones with apps on them.
- iPhone and Android now make up 91% of mobile OS market share. All other smartphone operating systems make up less than 10% and have been shrinking in their market share significantly every quarter.
- The number of app downloads in the last week of December 2011 was 1.2 billion worldwide (half were from the US).



Here are some tips from EZFacility on what to look for in an app for a fitness business:

1 The ability to send “Push Notifications” – A push notification is an alert that you can make appear on your member’s phone instantaneously and is one of the most effective ways to notify customers of news or special offers.

2 Seamless integration with your current club management system – An app is most powerful when it integrates directly with your current business or club management software. This allows members to see real-time schedules and make one-click bookings right from the app.

3 Social media integration – A good app will have the ability to let members easily spread the word about your business by allowing them to post to Facebook anytime they book a class. The more friends that see the posting, the better it will be for your business, especially as it relates to increasing referrals.

4 Quick and easy-to-use interface – The ability to effortlessly make your own changes to the system without having to contact or pay developers is priceless. A good mobile app will provide you with a web-based dashboard that gives you complete control over your app.

These are just a few of the qualities to look out for when searching for the right app for your fitness business.

EZFacility offers MemberMe to current and new clients and is able to operate as a standalone app, or tied directly to your EZFacility system. In addition to MemberMe, EZFacility provides owners and managers intuitive web-based club management software to help in the everyday running of a successful fitness business.



For more information visit www.ezfacility.com, or call 866-498-3279.

Ask for the...
GymValet®

- SAVES MONEY
- ECO-FRIENDLY
- CONVENIENT

#1 Holder for Spray Bottles and Towels

✓ Fits all equipment, EASY installation
✓ Eliminates expensive waste from wipes and paper towels
✓ Prevents germ and virus transmission!

CLEAN & GREEN!

SPECIAL SUMMER PRICING 866-435-2009 ■ www.gymvalet.com ■ info@gymvalet.com

ORDER ONLINE: USE DISCOUNT CODE NFTJ AT CHECKOUT TO SAVE \$\$

An advertisement for the GymValet product. It features a black plastic holder mounted on a metal pole, containing a white spray bottle with a blue trigger and a white towel. A yellow starburst graphic with the text 'CLEAN & GREEN!' is positioned to the right of the holder. The background is a gradient of blue and white.

A group of children are exercising on various colorful gym equipment in a bright, indoor facility. Some are on stationary bikes, others on treadmills, and one is sitting on the floor with hula hoops. The equipment is designed to be fun and engaging for youth.

Champions[®] YOUTH FITNESS

Your solution for youth fitness!

championsyouthfitness.com

(877) 294-YOUTH(9688)



MAKING A DIFFERENCE

The Economy

The Environment



save money

reuse - recycle

The smart alternative to save money and still get quality by buying remanufactured equipment.

Remanufactured equipment reduces waste and doesn't use up our existing natural resources.

- ✓ Rebuilt to factory specs or better
- ✓ Full product warranties
- ✓ 85% repeat customer business
- ✓ IHRSA member



- ✓ Distinguished Award Winner
- ✓ Full insurance coverage
- ✓ All Major brands & styles
- ✓ Nationwide factory serviced techs

THE NATIONS OLDEST "TRUE" REMANUFACTURER



STEPPERS
FROM \$700



SPINNING BIKES
FROM \$250



RECUMBENTS
FROM \$950



ELLIPTICALS
FROM \$995



TREADMILLS
FROM \$1595



SELECTORIZED
FROM \$795

FitnessEquipmentSource.com

1.800.748.5125

Risk Management Tip: Friends Don't Sue Friends

One of the most frequently asked questions that club owners have asked me over the years is, “How can I eliminate or at least reduce my chances of being sued?” Everyone has heard the term Risk Management but most of us, insurance agents included, don't really understand the overall concept and how it may or may not impact the safety of the club. Risk Management encompasses everything from facility design to evacuation plans, from staff training to equipment maintenance; but by far the most important aspect of risk management is good old fashioned customer service.

One of the most frequently asked questions that club owners have asked me over the years is, “How can I eliminate or at least reduce my chances of being sued?” Everyone has heard the term Risk Management but most of us, insurance agents included, don't really understand the overall concept and how it may or may not impact the safety of the club. Risk Management encompasses everything from facility design to evacuation plans, from staff training to equipment maintenance; but by far the most important aspect of risk management is good old fashioned customer service.

Customer Service is the number one risk management tool for any business. This is especially true for the health and fitness industry. If you ask any club owner or personal trainer if they believe they provide

great customer service, the answer will likely be “Yes” or “Of course I do”. I would like to challenge you to ask yourself the question, “What is GREAT customer service?”

Just like any small business, most of us provide BASIC customer service but very few reach the definition of “great” or “legendary” customer service. One of my closest friends, Thomas Plummer, once made the statement while speaking to a large group of club owners and said; “I can guarantee you that I can walk into 90% of the gyms in this country, throw a hand grenade at the front counter and kill every single one of your staff.” Are your employees out on the floor working with clients, giving tours, offering FREE exercise advice, making shakes, cleaning your equipment, picking up dumbbells that your “dumbbell” members left lying

around or tidying up the bathrooms every hour? If you answered yes, then congratulations, you have achieved BASIC customer service standards.

What triggers the difference between basic and legendary customer service can be summed up with a simple question; are your members CLIENTS or are they FRIENDS? Here is an example: A member walks into Club A, swipes their card and is greeted by a smile and a “Hi” from your front desk person. On the other side of town, a member walks into Club B, swipes their card and is greeted by a “Hi John!! ; great to see you today! Can I get you anything? Water? Pre-workout shake? “ Most clubs have trouble even getting the front desk person to wear a clean shirt and smile much less, God forbid, engage in a conversation with a member. Most check-in systems today have a feature that automatically pops up the member's name and picture when they swipe their card at the front counter. There is absolutely no excuse why your employees can't greet that member by their first name. Simple?...yes; but very few clubs do it. Even if no one is at the front desk when your member checks in, there is still no reason why a staff member can't figure out that person's name and greet them at some point during their workout. Just as important as how that member is greeted when they enter your club, your staff should be trained to thank them for their

“Whether this is you as the owner or your general manager, it is important to get out of your office and get out on the floor and make people happy”

business when they leave. “Thanks again John for coming in! Don’t forget about our new Yoga class starting next week! Have a great day!”

I find it interesting that clubs that reach the magical pinnacle of legendary customer service are also the most profitable. Hmm... go figure. Now you may be asking yourself, OK Ken...we know we can improve on our customer service, but what the heck does this have anything to do with risk management? The answer is simple; once a member begins to feel like they are respected and that your staff genuinely cares about them as a person, they stop being a client and start becoming a friend. As the title of the article says, “Friends Do Not Sue Friends”. Another weird thing happens when your member’s become friends, they start buying stuff. Crazy stuff like personal training, workout shakes, and buying supplements from YOU; not GNC...amazing!

Let’s face it, accidents happen. People will slip and fall, trip over stuff, drop a kettle bell on their foot, get catapulted off the back of a treadmill, and sometimes they just do something stupid that results in an injury. The more “friends” you have in your gym, the likelihood of you being sued drops dramatically. Conversely,

I know some gyms that if a member breaks a fingernail, they will get an attorney letter.

We live in a very litigious society and unfortunately some people don’t accept accountability for their own actions.

Despite our best efforts, safest equipment, cleanest and clutter free environment possible, people will get hurt in your club. How that member reacts after being injured is often a direct reflection of how that member views your gym and your staff.

Here are some ideas on what you can do to reach the level of legendary customer service and hopefully suit-proof your club.

- Digital Surveillance: This is not only a great tool to record incidents that occur at your club, but you will find that your employees become much better at their jobs if they know they are being watched. You will be less likely to lose your entire staff with that one hand grenade.

- The Name Game: The human mind has an unlimited ability to store information. Train yourself and your staff to greet EVERY member by their first name EVERY time they come to your club. I don’t care if you have 50 members or 5,000; get to know your member’s names. If you’re really good, you will also know the names of their kids and their pets.

- Ambassador of Happy: Whether this is you as the owner or your general manager, it is important to get out of your office and get out on the floor and make people happy. If you have a problem smiling and don’t like people, please stay in your office.

Think about your favorite restaurant. Is it the quality of food, the cleanliness of the bathrooms, or the ambiance that keeps you coming back? To some degree all of these have to be stellar for you to become a regular patron. However, I think the real reason you keep coming back is the way you are treated while you are there. Does the manager, bartender, or staff know you by name? At my favorite restaurant, not only do they know my name, they know what I do for living, know that I love playing guitar, and the bartenders all know who I am dating that month. The gym that I have been a member at for the past 5 years treats me the same way...they just don’t serve single malt scotch. If I were injured at either the restaurant or the club, filing a claim would be the furthest thing from my mind regardless of fault.

In conclusion, go over the top with your customer service! You will not only be engaging a critical component of your risk management protocol, you will make more money!!!



Ken Reinig is president of Reinig Insurance Solutions. For a free copy of his latest CD or recommended waiver and release form, drop him an email to ken@theinsuranceguy.com, or call (800) 668-2340.

BOOST YOUR CLUB'S PROFITS

WITH NOBEL PRIZE-WINNING TECHNOLOGY

Are the signs of aging confronting you more and more each day?

Weaker athletic performance, lagging libido, wasting muscles, more body fat, lower energy levels, thinning and graying hair, tired looking eyes, wrinkled skin, age spots? Losing flexibility and strength, seeing weight gain and feeling achy joints?

You (and your clients!) have mounted a defense of exercise, good diet, the latest supplements and all-natural beauty products. Unfortunately, these remedies cannot stem the tide of aging for one simple reason: they do not attack the problem at the cellular level.

"Aging" is a simple term for cellular degeneration... and every ailment and degenerative issue is caused by the breakdown of the cell. Protect and improve the health of the cells in your body and you can prolong your youthful appearance, physical abilities, fitness level and mental faculties.

And why not share your secret with clients, improve their healthspan, and make money as well? Rather than being left behind, be among the first to offer this breakthrough "unfair advantage" to your clients.

THE MAXLIFE SOLUTIONS BUSINESS-BUILDING AND ECONOMIC ADVANTAGE:

Offering club owners a Unique Business-Building Opportunity, by making available the leading-edge, Nobel Prize-Winning science of Telomere Biology to you and your customers with...

"TeloMax," The Next Big Breakthrough to Hit the Fitness World!

- The exclusive "MaxLife Solutions Formula with Telomerase Activation Complex 80"
- With much more accessible pricing for consumers
- Yet with a superior Telomere product

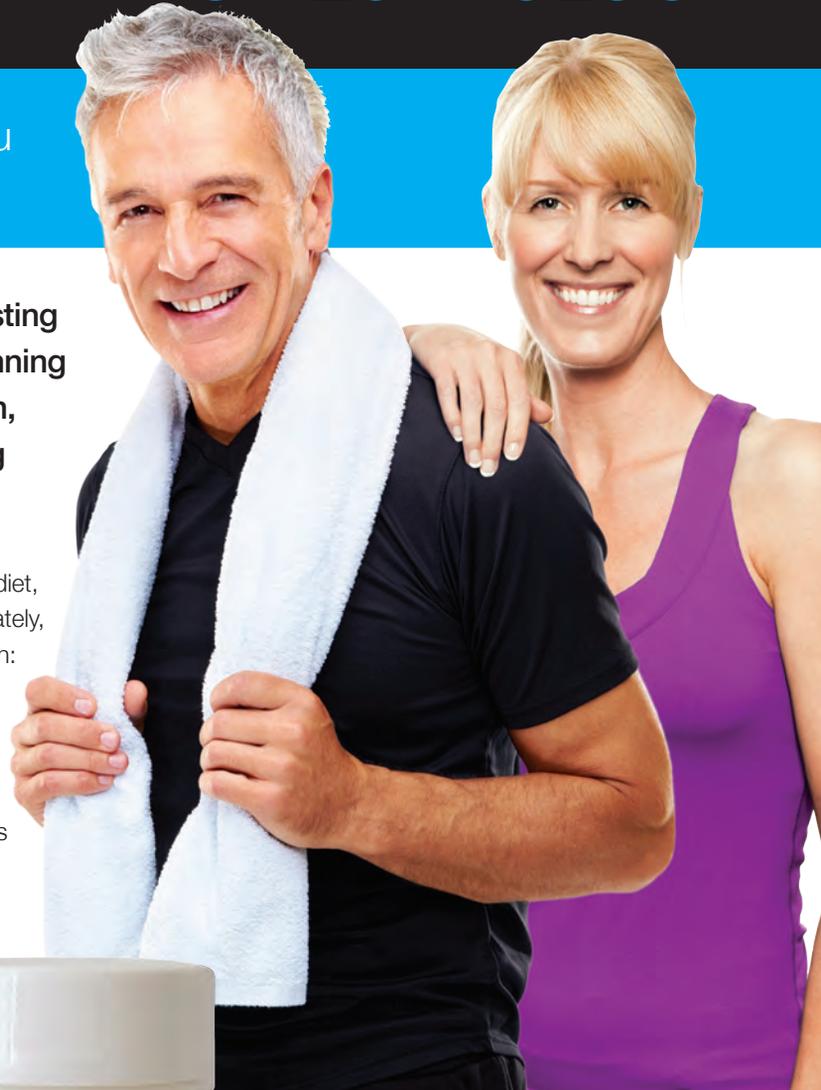


Add the Opportunity for Significant Incremental and Ongoing Revenue and Profits, through:

- Increasing the spend of existing customers,
- Pulling them back into your club
- Attracting new customers to your store, *and*
- No inventory cost

To see our attractive economics please visit...

YourMaxlifeSolutions.com/telomere
email: telomere@maxlife.org
800-727-2888





BEAUTIFULLY TOUGH.

This is
TRUE

truefitness.com 1.800.426.6570

Debt Financing in Today's Financial Environment

The two (2) possible forms of business financing are equity and debt financing. Debt financing is used to access capital and/or assets for your use to make profit without changing the ownership structure of your company. In today's financial environment, traditional bank financing is typically available only to those companies who have been in business for more than three (3) years; report a profit with rising sales and all owners have very good personal credit. Consequently, bank lending is not a viable alternative for businesses that do not meet these criteria; however the following debt financing alternatives can be considered by nearly all fitness center owners depending on time in business, personal credit, personal assets and the nature of the debt financing request.

Equipment leases

Equipment leases are the most common form of debt financing in the fitness industry. In this transaction, the collateral for the transaction is the equipment itself. The lease is a rental agreement with end of term options that the lessee either owns, purchases or returns the equipment depending upon the type of lease agreed upon. I typically explain leases using the example of renting an apartment with or without the option to buy so my clients understand they are considering a rental agreement where they are using other people's money vs. using their own capital to

purchase equipment. The underwriting of leases in today's economy is clearly divided into three (3) categories:

1 Startups and businesses open less than 3 years – These lease types are considered high risk by all lenders. Consequently, approvals are available only to those applicants with good personal credit or those willing to post liquid assets as collateral. Once approved, leases can include cardio and strength fitness equipment, televisions, lockers, signage, tanning beds, computer hardware & software. Repayment terms will

typically range up to three (3) years and security deposits may be required based upon the strength of the application.

2 Business open for 3+ years – Lease programs are available for financing cardio and strength fitness equipment and/or non-fitness equipment such as televisions, flooring and security systems. For leases up to \$75,000, typically only a completed lease application and quotes for the equipment being financed are required. For amounts exceeding \$75,000, fully documented lease applications are required so in addition personal and business tax returns, interim financial statements and personal financial statements are required. Repayment terms will range up to five (5) years and typically one (1) lease payment is required as a security deposit.

3 Municipalities, Universities, Colleges, JCC's & YMCA's - Preferred lease rates are typically available since audited financial information is readily available in the public domain. Once approved, lease payments can be set up annually, semi-annually, quarterly or monthly. Repayment terms will typically range up to five (5) years and typically one (1) lease payment is required as a security deposit.

SBA Loans

There are a wide variety of unique financial instruments designed for start-ups and existing businesses. The main programs are 504 loans to purchase real estate, 7a loans to finance your entire project without a real estate purchase, working capital programs called SBA Express loans and Patriot Express loan programs for veterans who have served our country. In order to take advantage of these loan programs

which range from \$50K up to \$10MM, advanced planning is necessary because the applicant must be approved by both the lender and the SBA, however the advanced planning will pay off by enjoying the following benefits:

Flexibility - SBA loan can be used for your start up health club, for refinancing existing business debt or for expansion of an existing company. In the case of a start up or an expansion, SBA loans can be used to finance a real estate acquisition if you are 51% owner occupied or to finance a portion of the build out for leased space. Consequently, SBA loans are flexible for your specific business needs.

Longer Repayment Terms - The terms of SBA 504 loans that finance real estate purchases typically will be twenty-five (25) years. Unlike many commercial real estate loans, there are no balloon payments so all payments include principle and interest over the term of the loan. The terms of the SBA 7a loans that do not involve the purchase of real estate typically range from seven (7) to ten (10) years. The SBA Express and Patriot Express loans typically offer five (5) year repayment terms. The interest rates vary based upon the type of loan (504, 7a, Express or Patriot Express), the prime rate at the time of closing and the strength of the borrower(s). As a general rule, the interest rate will range from six percent (6%) to seven percent (7%) based upon a 2.75% to 3.75% spread over today's 3.25% prime rate as published in the Wall Street Journal which is at a historic low!

More Approvals - The SBA program is designed to spread the loan risk between the lending bank and the SBA. Depending upon the type of loan (504, 7a, Express or Patriot Express), the SBA will assume a percentage of the risk so that the lending bank is actually only putting the remaining portion of the loan at risk. All SBA loans are secured by the borrower with some collateral up to the loan amount which typically includes their personal real estate so that the loan is secured both by the borrower and the SBA which enhances the probability that the loan application will be approved. Many lenders are risk adverse

in our current business environment so this is an extremely important benefit of applying for a SBA loan.

Working Capital

Some health club owners may not qualify for a lease or an SBA loan so accessing working capital is a serious challenge. Working capital can be accessed in exchange for credit card sales to be made in the future because in this unique transaction a lender is purchasing a portion of the club's future credit card sales at a discount with no fixed repayment schedule. Since many health club members pay for their retail transactions and their monthly dues by credit card, this financial transaction is a viable alternative for our industry. The amount of the working capital approved is based on your club's average monthly credit card volume. Typically, the amount allowed will be any amount up to one hundred twenty-five percent (125%) of your club's average Visa & MasterCard monthly processing volume so for example, if your club averages \$40,000 per month in MasterCard and Visa transactions, you may receive working capital up to a \$50,000.

What is unique to these transactions is that there is no fixed time or schedule of repayment and no fixed interest rate. Alternatively, a mutually agreed-upon, fixed percentage is deducted from the club's daily credit card batch therefore you are not writing checks. Since the funding and repayment is conducted through your credit-card terminal, you may also opt to switch your merchant account to a new credit card processor which will probably have lower merchant account rates so your company will save money on all future MC/Visa sales which will add to your bottom line!

The key benefits of cash advances are:

- They do not require a personal guarantee;
- The approval process is not based upon personal credit scores
- The approval process is the fastest and easiest way to access working capital;
- They are off balance sheet financing and do not appear on the owners' personal credit reports and the company balance sheet;

- The repayment agreement is a percentage of future sales; not a fixed payment. Unlike a loan or lease payment, if sales slow, your payment automatically reduces

It is important to point out that since the use of capital is totally unrestricted unlike a loan or a lease, club owners receiving working capital should be discriminating with the use of funds. As with all debt instruments above - equipment leases, SBA loans and working capital advances - the club owner should be confident that by completing the debt financing transaction, their business will profit. The key to the success of all businesses is the wise use of its assets to create profit.



Paul Bosley owns www.healthclubexperts.com and is frequently selected as a speaker at the Club Industry and International Health, Racquet & Sportsclub Association (IHRSA) conferences. Paul has 38 years of fitness industry experience including previous partnerships in Titan Management Co., Q The Sports Clubs and Bally HTCA/ Holiday Health & Fitness Centers. Paul is currently launching Championsyouth-fitness.com, a youth fitness initiative, is a partner in First Financial, serves as a volunteer financial counselor for SCORE and is pursuing his master's degree in accounting at Florida Atlantic University. For more information, please call (561) 702-5505 or email paul@healthclubexperts.com.

Your Leader In Total Body Cardio Training For Over 30 Years.



LX Model

Dan Henderson 29-8
UFC, Strikeforce & Pride MMA Fighter
1992 and 1996 Olympic Wrestler



SM Model

Scan with smart phone to watch MMA super star, Dan Henderson, in action using his VersaClimber.



MADE WITH PRIDE

IN THE USA

1.800.237.2271 | VERSACLIMBER.COM

**VERSA
CLIMBER**
It's all the fitness you need.



Brings To Commercial Free-Weight Products

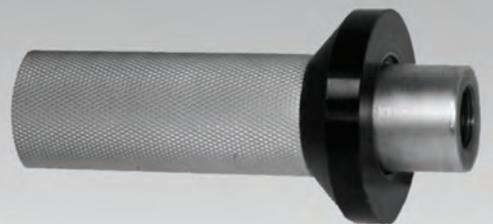
THE MOST INNOVATIVE TECHNOLOGY

THE LONGEST WARRANTY

THE HIGHEST QUALITY

THE LOWEST PRICES

THE SHORTEST LEAD TIME



UMAX STRENGTH

www.umaxstrength.com

5721 Schaefer Chino, CA 91710

(888) 851-8989 (909) 627-2488

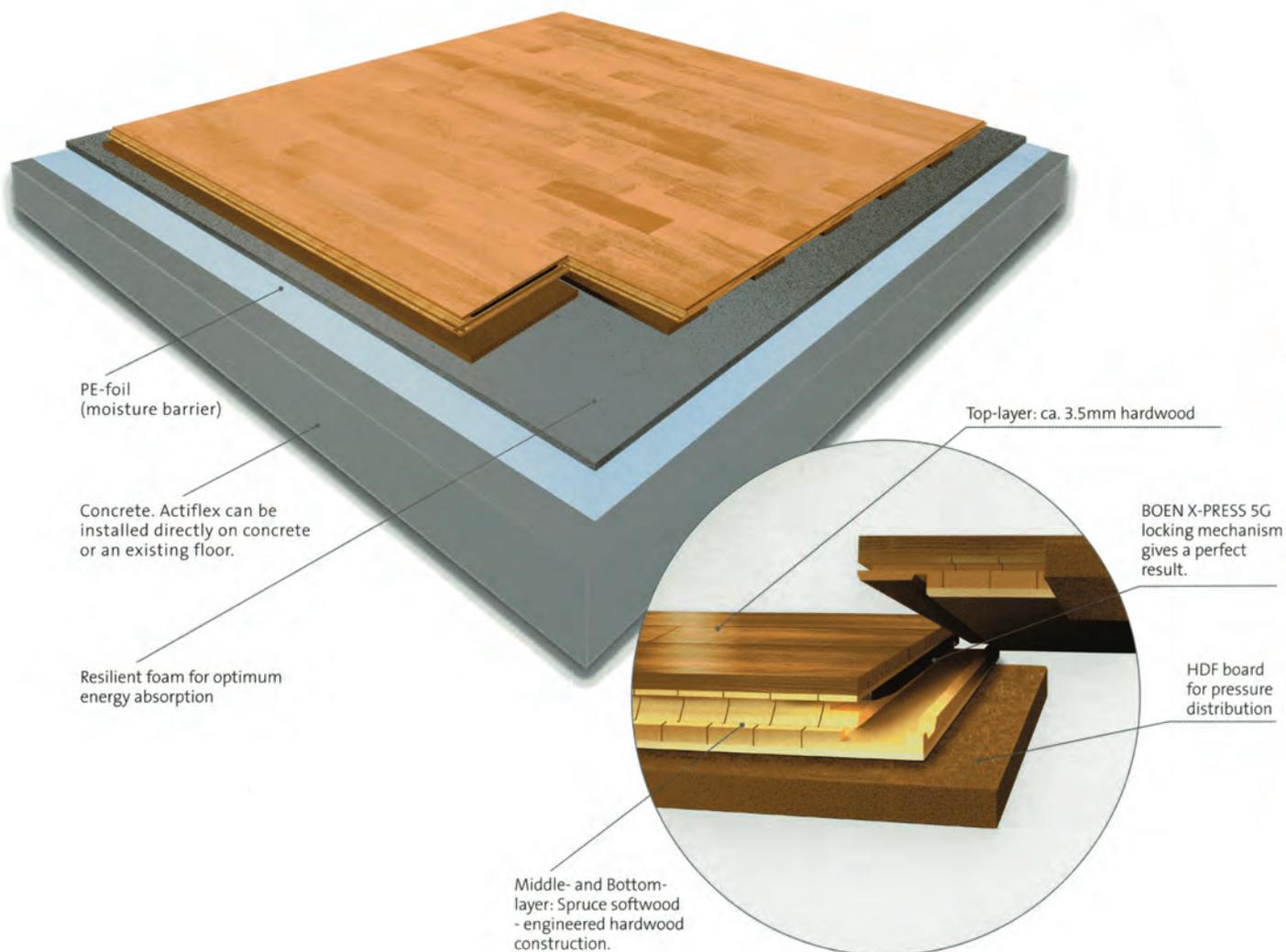
Centaur

introduces:



Actiflex

Sport Flooring



Actiflex™ Hardwood Sports Floors

Sport has something to offer everyone and gives a deep feeling of accomplishment for both beginners and advanced athletes of all ages. It doesn't matter what the activity or how fast or slow you are, the benefits of an active and healthy lifestyle are available to everyone.

Shock Absorption

Actiflex™ is an area elastic sports floor where the boards are installed on top of shock absorption foam. It can be installed on an even, sound and self-supporting sub-floor, or an existing floor, giving a finished floor height of 1 1/8 inch. It has been tested in accordance to the demands of EN04904, and Actiflex™ meets the requirements of all five test elements and achieves the highest Type A4 classification.

Secure Installation with Boen X-Press™

The BOEN X-Press™ locking technology ensures a fast and secure installation due to the use of a flexible profile in the short end joint of the board. When pressing the board down into position the flexible profile locks into place in a single movement with a positive click.

Faster and Mobile

The SG technology used for the BOEN X-Press™ is the most advanced type of vertical locking system on the market. No special tools, nails or glue are necessary when laying Actiflex.™ This enhances fast installation and allow for temporary and flexible use. Actiflex™ can easily be dismantled and relocated.

For additional information regarding Actiflex™, please call Centaur Floor Systems @ 1-800-536-9007 or email john@centaurfloors.com.

Suitable for projects up to 300 m²
Construction height = 29 mm

PERFORMANCE ACCORDING TO EN14904	SHOCK ABSORPTION ¹⁾	DEFOR-MATION ²⁾	FRICTION ³⁾	BALL BOUNCE ⁴⁾	ROLLING LOAD ⁵⁾
	Type 4: ≥ 55 % ≤ 75 %	Type 4: ≥ 2.3mm ≤ 5mm	80-110%	≥ 90%	Min. 1500N
Actiflex	61%	3.5mm	85%	93%	OK

Tests carried out by ISA Sport Nordic, Norway.

- ¹ The ability of the sports floor to absorb pressure. EN 14904 divides into two groups of area-elastic floors.
² A given test-load is dropped from a given height. The vertical deformation shall not exceed 3,5mm for Type 3 floors and 5mm for Type 4 area-elastic sports floors.
³ Adapted friction shall provide the athlete from uncontrolled sliding. This requirement is a compromise adjusted to several sports. Low friction co-efficiency = slippery floor. NB! Test carried out with BonaSportive Finish.
⁴ Ball bounce indicates how high a basketball rebounds on an areaelastic floor when dropped from a given height (concrete=100%).
⁵ Resistance to rolling loads (e.g. heavy transporters, portable goals, mobile grandstands, etc.) shall be minimum 1500 N.



Under-structure with HDF board.

Length:	2200 mm
Width:	209 mm
m ² /board:	0,46 m ²
Boards/bundle:	4
m ² /bundle:	1,8 m ²
Bundles/pallet:	40
m ² /pallet:	73,60 m ²
Weight/pallet:	766,80 kg

Really, there is a better way!

250 Million of 100% opt-in
email addresses are now
available!



**It's all about branding and
getting your message out there!**

Remember the old saying?

"You can't expect different results if you keep doing the same thing over and over."

Pricing is one cent (1¢) per email sent for GFA members, and one and one half cents (1 1/2¢) per email sent for non-members, based on sending out your email campaign once a week for four consecutive weeks.

***How many email addresses are within a five mile
radius of your location? You might be surprised!***



Call TODAY!
775-298-1616
www.gfatoday.com

www.NFTJWeb.com

Your Online One-Stop-Shopping Source

BILLING SERVICES

Affiliated Acceptance Corp. • 800-233-8483
www.affiliated.com
businessdevelopment@affiliated.com

eFit Financial • 877-772-3348
www.efitfinancial.com
sales@efitfinancial.com

EZFacility • 866-498-3279
www.ezfacility.com
adamz@ezfacility.com

Paramount Acceptance • 800-316-4444
www.paramountacceptance.com
sales@paramountacceptance.com

CARDIO EQUIPMENT

Avanti Fitness • 888-499-5533
www.avantifitness.com.au
info@avantifitness.com.au

BallBike • 877-668-4402
www.BallBike.com
sales@BallBike.com

Fit Interactive • 877-320-0022
www.fitinteractive.com
moreinfo@strivefit.com

Helix • 888-453-0166
www.helixco.com
GM@nationalfitnessgroup.com

Jacobs Ladder • 866-697-4100
www.jacobsladderexercise.com
info@jacobsladderexercise.com

Precor • 800-786-8404
www.precor.com
commsls@precor.com

reACT • 888-700-6882
www.reacttrainer.com
info@reacttrainer.com

Star Trac by Unisen • 800-228-6635
www.startrac.com
sales@startrac.com

Thorotread • 800-805-4591
www.fitnessstoolsusa.com
jellis@fitnessstoolsusa.com

True Fitness • 800-426-6570
www.truefitness.com
info@truefitness.com

VersaClimber • 800-237-2271
www.versaclimber.com
email@heartrateinc.com

CERTIFICATION PROGRAMS

IFPA • 800-785-1924
www.ifpa-fitness.com
info@ifpa-fitness.com

Int'l Sports Sciences Asso. • 800-892-4772
www.fitnesseducation.com
fmiele@issaonline.com

Nat'l Academy of Sports Med. • 800-460-6276
www.nasm.org
memberservices@nasm.org

Nat'l Fed. Of Personal Trainers • 800-SAY-NFPT
www.nfpt.com
nfpt@nfpt.com

DISTRIBUTORS (cardio, strength, flooring)

Advantage Fitness Products • 888-895-0547
www.afproducts.com
domesticsales@afproducts.com

Diamond Fitness • 800-966-7758
www.diamondfitness.com
psparks@diamondfitness.com

FITNESS TESTING

Microfit • 800-822-0405
www.microfit.com
sales@microfit.com

FLOORING

Centaur Floor Systems • 800-536-9007
www.centaurfloors.com
info@centaurfloors.com

FREE WEIGHT EQUIPMENT

Intek Strength • 866-996-3825
www.intekstrength.com
jimsprague@intekstrength.com

Ivanko Barbell Co. • 310-514-1155
www.ivankobarbell.com
chet@ivankobarbell.com

Umax Strength • 888-851-8989
www.umaxstrength.com
info@umaxstrength.com

INSURANCE

Association Insurance Group • 800-985-2021
www.clubinsurance.com
ken@clubinsurance.com

LEASING

First Financial • 800-956-7313
www.ffcash.net
paul@ffcash.net

LICENSING/FRANCHISING

Gold's Gym
www.goldsgymfranchising.com
mbrown@goldsgym.com

Ms Fitness / Miss Fitness
541-830-0400

LOCKERS

Foreman Lockers • 202-375-0434
www.foremanlockers.com
rshaffer@foremanproducts.com

Ideal Products • 800-88-IDEAL
www.idealockers.com
idealocker@aol.com

NUTRITIONAL PROGRAMS/SUPPLEMENTS

SupplementsToGo.com • 877-517-4652
www.supplementstogo.com
customerservice@supplementstogo.com

PUBLICATIONS

Ms. Fitness Magazine
www.msfitness.com
contact@msfitness.com

National Fitness Trade Journal
www.msfitness.com
nationalfitness@msfitness.com

REFURBISHED/REMANUFACTURED EQUIPMENT

Fitness Equipment Source • 800-748-5125
www.fitnessequipmentsource.com
fitbizmc@aol.com

Fitness Outlet • 800-464-4501
www.fitnessoutlet.com
kshaw@fitnessoutlet.com

Global Fitness • 888-991-9991
www.globalfitness.com
roy@globalfitness.com

SAUNA & STEAM EQUIPMENT & SUPPLIES

Diamond Fitness • 800-966-7758
www.diamondfitness.com
psparks@diamondfitness.com

SOFTWARE

Affiliated Acceptance Corp. • 800-233-8483
www.affiliated.org
businessdevelopment@affiliated.org

ASF International • 800-227-3859
www.asfinternational.com
info@asfinternational.com

eFit Financial • 877-772-3348
www.efitfinancial.com
sales@efitfinancial.com

EZFacility • 866-498-3279
www.ezfacility.com
adamz@ezfacility.com

Paramount Acceptance • 800-316-4444
www.paramountacceptance.com
sales@paramountacceptance.com

STRENGTH EQUIPMENT

FitWall • 307-638-4046
www.fitwall.com
doug@brendleusa.com

Forza Strength • 800-769-9259
www.forzastrength.com
customerservice@forzastrength.com

Free Motion Fitness • 877-363-8449
www.freemotionfitness.com
customerservice@freemotionfitness.com

HOIST Fitness Systems • 800-548-5438
www.hoistfitness.com
sales@hoistfitness.com

Nautilus Commercial • 800-874-8941
www.nautiluscommercial.com
info@nautiluscommercial.com

Strength Inc. • 800-370-3307
www.strengthequipment.net
strengthinc@tlink.com

Strive Enterprises • 877-941-8784
www.strivefit.com
moreinfo@strivefit.com

Tuff Stuff • 909-629-1600
www.tuffstuff.net
info@tuffstuff.net

TANNING EQUIPMENT & SUPPLIES

Heartland Tan • 800-554-8268
www.heartlandtan.com
heartland@heartlandtan.com

International Tanning (HEX) • 800-556-3210
www.itehex.com
info@itehex.com

TRADE SHOWS

National Fitness Trade Show • 541-830-0400
www.nationalfitnessradeshow.com
nationalfitness@msfitness.com

YOUTH FITNESS

Champions Youth Fitness • 877-294-YOUTH x 3
www.championsyouthfitness.com
paul@healthclubexperts.com

LIST YOUR COMPANY HERE!

80% of Americans expect to find product information online before they make a purchase. Make sure they find you. List your company's information in our NFTJ Web Directory, both print and online, for only \$250 per year (5 issues). To learn more, go to www.NFTJWeb.com, call (541) 830-0400, or email editor@NFTJWeb.com.

Global Fitness

ASSOCIATION

Your #1 Resource for Fitness Industry Success

Membership Has Its Privileges!

Gain instant access to:

- **Travel & Transfer Privileges**
for your club members & staff
- **Marketing & Promotional Ideas**
with the right tools & campaigns
- **Discount Job Postings**
ranked #1 on Google
- **Training Videos & Workbooks**
for tours, sales, & service
- **Documents & Forms**
specifically for the fitness industry
- **Vendor & Equipment Listing**
with prices that can't be beat
- **Access to Top Consultants**
the first 15 minutes are free

Plus much, much more...

Contact Global Fitness Association
775-298-1616 for answers to
ALL your questions!



Global  Fitness

ASSOCIATION

GLOBAL FITNESS ASSOCIATION, LLC • Incline Village, NV 89450
775-298-1616 • Email: info@globalfitnessassociation.com

JACOBSLADDER™

Ultimate Fitness Experience

For people with
**Serious
Goals**



- 4 Year Parts Warranty
- Simple to Use
- Self-Paced
- Self-Powered
- Low Impact, High Intensity
- Comes fully assembled
- Comes with Training DVD

www.jacobs ladder exercise.com | 1.866.697.4100

**“I wouldn’t think of opening a gym
without a Jacobs Ladder !”**

**-Tony Gray
The Rush Fitness Complex**

**MADE IN
USA**



NAUTILUS

STRONGER THAN EVER

Step Up To The NEW

Vertical Climber

From Nautilus®.



The Only One That's Made In The U.S.A.



- ★ Available with 7" or 10.2" entertainment touch screen (16:9 display for HDTV, iPod connectivity and charging). Back-up keypad also included.
- ★ Features 20 levels of resistance, from 20 to 165 steps per minute, accommodating nearly all fitness levels.
- ★ Step Up, Ladies!
The K2 offers a superb cardio work-out, while simultaneously toning the legs and glutes.
- ★ V-Grip handles with integrated heart rate monitoring offer additional grip options.
- ★ Unique in the industry integrated cooling fan features HIGH, LOW and AUTO settings, with AUTO adjusting the fan velocity as a function of exercise effort.
- ★ The K2's Kevlar belt drive reduction system requires no lubrication and is smooth, quiet and reliable (no oily, messy, troublesome chain or gear boxes).
- ★ Web based software updates are available via standard memory stick.



800.874.8941 276.773.2881 info@medfitsys.com www.nautiluscommercial.com