

NATIONAL Special Edition 2014 FITNESS TRADE JOURNAL

The Industry Guide for Facility Management



TRUE Fitness Is
Helping To Keep
People Motivated

see page 6

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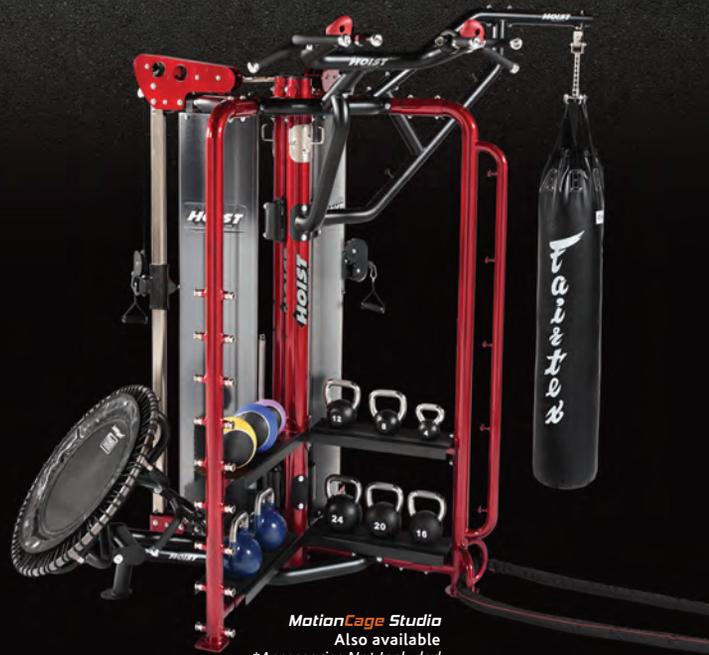


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TRUE Fitness Is Helping To Keep People Motivated

Often times, people find themselves working extremely hard only to fall short of the results that they envisioned for themselves and losing the motivation to keep pushing forward. A personal training program is a great asset to any facility as a way to keep your customer's motivated and goal-oriented.

TRUE Fitness, a global leader in premium cardio equipment for over thirty-three years, is developing machines and programs that can help users make reaching their goals easier.

Here are 5 tools TRUE Fitness offers to enhance your personal training routine and empower your customers.

1 **Cardio 360 Total-Body Training Program**

Motivation to climb on that elliptical and get to work can sometimes be a challenge. The beauty of TRUE's Cardio 360 program is that it not only pushes users to stay on track with each random exercise, it provides a distraction by placing their focus on each sequence, making time fly by. It really is like having someone standing there coaching you through each random exercise. Cardio 360



keeps both the body and mind fully engaged in each new and subtly different workout.

Cardio 360 programming can be found on all TRUE Fitness elliptical trainers. This patented programming walks users through a total-body workout in as little as 20 minutes. Each program offers, three separate positions that work the entire body:

1. Isolated Upper-Body
2. Isolated Lower-Body
3. Upper and Lower Total-Body

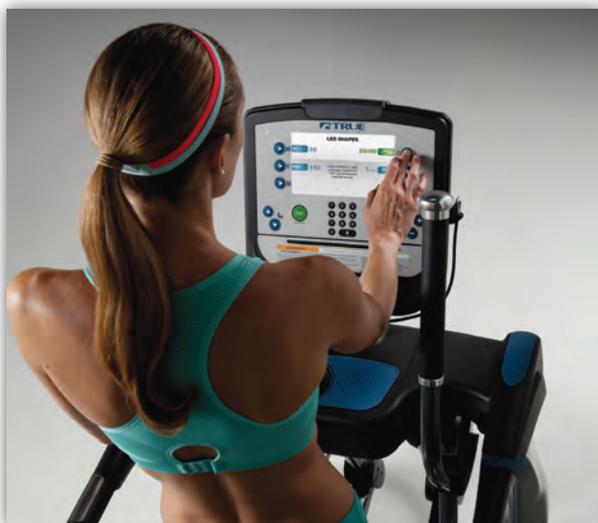
Cardio 360 keeps users motivated by the variety it provides to the workout. Plus, because it works the user's entire body in as little as twenty minutes, it's an efficient use of their precious workout time.

2 Heart Rate Control (HRC) Programming

TRUE's patented Heart Rate Control® technology is just one of the remarkable ways they deliver simple and superior performance every user can enjoy, and most importantly, use to achieve personal health and fitness goals.

Digital and Polar® wireless heart rate monitoring is built into each TRUE product allowing trainers to safely design and monitor heart rate for a safe and effective workout.

TRUE's patented one touch HRC Cruise Control™ is also included on all TRUE cardio equipment. With HRC Cruise Control, you simply specify the target heart rate for the program and TRUE HRC Cruise Control™ will adjust speed and incline automatically throughout the duration of the workout to maintain the targeted heart rate for the ultimate in personalized training.



3 Customized Programming

On select TRUE consoles, trainers can set up customized workout programs and save up to 5 of them on each piece of TRUE equipment allowing you set up personalized workouts for multiple clients for maximized training efficiency.

4 Workout Data Tracking and Motivation with the TRUE Mobile App

TRUE's mobile app now featuring Bluetooth technology, allows users to easily upload their workout data directly from a Bluetooth-enabled TRUE console to their Apple or Android device.

Set up goals and a workout schedule routine with your customers in the TRUE Fitness app to keep them on track with their fitness goals and routine.

The TRUE mobile app is available for both Apple and Android devices.

5 Interval Programming

Mix up their tired routine with some interval training! Utilize TRUE's interval programming to kick your customer's routine to the next level. Harness the power of HRC programming and custom workouts to create the ultimate workout for your customers.

By incorporating these tools, you can increase personal training efficiency and enhance your training program. It's a win/win!

Stay motivated with TRUE Fitness and their full line up of cardio equipment. For more information, visit www.truefitness.com or call 1.800.426.6570



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PowerBlock® Solves Space Issues...

Eliminates the need for racks of dumbbells.

What if your club had a spinning room where people kept bringing dumbbells from the main gym, using them, and then leaving them scattered on the floor? That happened at Lee LaBrada's gym in Houston. He solved the problem with a set of PowerBlocks. Money aside, he just didn't have the space for a rack of dumbbells in his spinning room.

In San Diego on Coronado Island there is a gym that might be the most exclusive gym in the world. After all, just outside are breath taking ocean views. What is the price of membership to this exclusive gym? You have to be a Navy SEAL. The gym is at Naval Amphibious Base Coronado; located near the legendary Grinder, where Navy SEAL, BUD/S training, and "Hell Week" take place.

It's not a big gym, only around 2200 square feet. It's not a fancy gym. There's a definite functional training feel to it. Aside from a couple treadmills and spinning bikes, the only "machine" is a Keiser® functional trainer. The gym has a specialized multi-rig system accompanied by a TRX® system. Stocked with Olympic bars, bumper plates, kettlebells, and at each lifting station a commercial PowerBlock set. The TAP (Tactical Athlete Program) coordinator said space was just such an issue in setting up the gym.

Do you have a space issue in your gym or training facility? Is there an area where you would like to have some dumbbells but just don't have the space for a full rack of dumbbells?

PowerBlock commercial dumbbells could be the solution to your problem. There are six sizes available: 2.5-20, 4-32, 10-50, 5-90, 12.5-125 and 12.5-175 pounds per hand. PowerBlock's can replace racks of dumbbells in the space of just one pair and at a fraction of the cost of traditional dumbbells.

PowerBlock was founded in 1991, at the time the owners were designing strength equipment that was sold primarily in Specialty Fitness Equipment stores and the one constant they always saw was mountains of dumbbells. The PowerBlock was invented as a way to have racks of dumbbells at home without the space required and inherent cost of traditional dumbbells. The first PowerBlocks were then sold in 1993. Sometime in the late 90's, "beefed up" double welded models were manufactured and the commercial PowerBlock's were born.

With the advent of the third generation Urethane Series PowerBlocks, and subsequent extensive testing

involved in the process, the commercial PowerBlocks were changed to Urethane and utilize all the benefits of the home models' "flex technology" along with added features including optional custom decals in school/team colors and logos.

Sport specific training facilities have become very popular such as IMG Academies and Athletes Performance (now EXOS). These facilities have top notch programs for average people as well as prep programs for Division 1 prospects. It's not uncommon to see professional athletes at these state of the art facilities "tuning up" for their upcoming season. These facilities use a "stations" style layout where they would be anchored with a heavy duty cage and would be equipped with its own Olympic bars, bumper plates, and a commercial PowerBlock set at each station. This set up has filtered out to other sport specific training facilities as well as Division 1 schools, professional team facilities, and

even high school strength facilities. Many of the top strength coaches have apprenticed or trained at these facilities on their way up the strength coaching ladder to their respected Division 1 or Professional teams' positions. This





has been great for PowerBlock and we have enjoyed building relationships with the industry leaders in racks that

we share space with in these world class facilities such as Sorinex®, Legend®, Keiser®, Power-Lift®, Hammer Strength®, Samson® Torque® and Wynmor® who often times head up the procurement of accessories in new facility contracts. A few of these rack manufacturer's have incorporated custom PowerBlock stands that connect to their racks/rigs.

Another industry leader this time in the cardio field is Octane® Fitness. Octane has come out with a commercial elliptical and new Lateral utilizing a combination of cardio and strength training they call Cross Circuit, this has been very well received by clubs; a very positive thing for PowerBlock commercial. The Cross Circuit models have 32 or 50 pound commercial PowerBlocks

incorporated into them.

Last year every NHL team put a custom cart on wheels with two commercial PowerBlock sets on it in the visitor's locker rooms. The visiting teams kept borrowing dumbbells from the host locker room, and the last person you want mad is a hockey player...

Dumbbells are a staple in strength training and are the most versatile strength training tool ever developed. Dumbbells allow the user to work his or her entire body without the restrictions of set movement planes of machines or even bars. Dumbbells can be used to mimic real world movements making them also ideal for functional training.

So, if space is not what you have in abundance... and dumbbells are what you have to little of...PowerBlock might be just what you need in your facility.

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Introducing the Turbo Trainer™ by Star Trac: A New Air Bike for a New Generation

Star Trac, the company that has introduced innovative products like the TreadClimber® by Star Trac, Max Rack®, and Star Trac Coach®, has created a commercially designed, robust, yet sleek and stylish air resistance bike – the Turbo Trainer™. This exciting new bike simultaneously delivers an upper and lower body workout through a distinctive isokinetic resistance mechanism that matches the user's effort level. The faster the rider pedals, the more air is dispersed by the flywheel, creating a dynamic, motivating, and uniquely challenging workout experience.

Air displacement technology is not new. In fact, it's a proven modality that's been around for decades in physical therapy studios, home gyms, and fitness centers.

Because it offers isokinetic resistance and high resistance in short bursts of work, air bikes have regained popularity as a great complement to CrossFit style programs, sports performance training, or high intensity interval training (HIIT). But the air bike that the industry knows is typically built for low-use facilities or home gyms, meaning it's not durable or reliable enough to go into the average fitness facility or high use performance center.

Star Trac listened to its customers and seized the opportunity to take a popular piece of fitness equipment and make it stronger, so that it works in any fitness setting – from a high-traffic health club to an elite performance center with a full commercial warranty to back its reliability.

Redesigning an Icon

The air bike as we knew it got the royal treatment. The new Star Trac Turbo Trainer went through the entire Star Trac development process from the ground up. Starting with the air resistance flywheel, the Company found ways to make the bike more durable through hours of testing, employing high quality, commercial-caliber parts, and putting the new bike through the same design platform

process that the entire family of Star Trac cardio goes through before being made available for purchase.

Star Trac took the time to watch how people interact with the product, observing how exercisers like to use it and understanding what programs or features would make it more appealing to a larger segment of exercisers.

After many different design ideas and experimenting with feature options that add value to the product, it was decided that user feedback was a key



component. Each Turbo Trainer™ comes standard with a console that shows real time data like time elapsed, distance, kilocalories, RPMs, and telemetric heart rate (when combined with a chest strap), offering insight into the results and progress that matter most to exercisers.

Designing for All

Because air bikes have a legacy in the industry, their popularity expands beyond fitness and home gyms. Air bikes are popular in rehabilitation settings and in recent years have exploded in popularity in high performance training facilities. For the Turbo Trainer to be successful, it needed to work as well for the rehabbing patient as it did for the elite athlete. So the Star Trac Product Development team went back to look at what users, physical therapists, and performance trainers need from the new bike. The end result is a set of features whose value spans all audiences.

For those with a lower body injury, there are large, comfortable foot platforms for stable foot placement in order to focus on an upper body-only workout. For the fitness and performance profession the total body workout is the primary outstanding benefit.

Addressing Facility Operators

The product also needed to meet facility operator requirements before it could be launched into the marketplace. Because it was designed to be part of the Star Trac family of cardio products, it has that distinctly sleek and stylish Star Trac look with smooth curves, a cool grey frame, and red accents. It's also been designed to withstand the stresses placed on it by exercisers of any fitness level in any



a perfect complement to interval training because the user determines the level of resistance and it offers maximum challenge in a short burst of energy. And it works in any rehabilitation setting because it allows for upper and lower body-exclusive workouts, sure to help any patient regain their physical fitness and mobility.

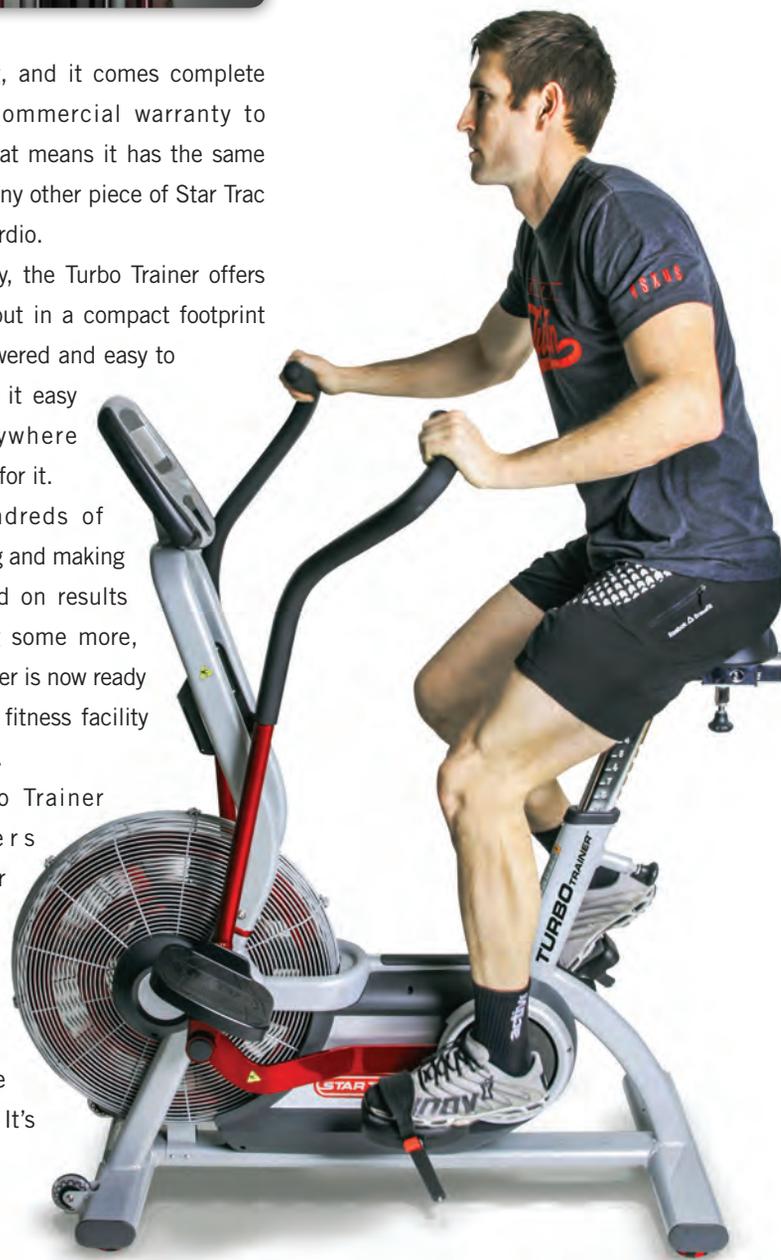
For more information about the commercially designed, air resistance Turbo Trainer, call 877.782.7872 or visit www.startrac.com.

fitness setting, and it comes complete with a full commercial warranty to back it up. That means it has the same protection as any other piece of Star Trac commercial cardio.

Additionally, the Turbo Trainer offers a robust workout in a compact footprint that is self-powered and easy to move, making it easy to place anywhere there's a need for it.

After hundreds of hours of testing and making changes based on results before testing some more, the Turbo Trainer is now ready for anything a fitness facility can throw at it.

The Turbo Trainer truly offers something for everyone. It is a motivating, challenging workout as a stand-alone cardio option. It's





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<p>MARY SAYS: "WOW! Life just got easier!" ★★★★★</p>		

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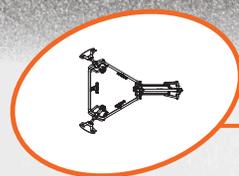


Chemistry In Motion

Health club exercise classes that catch fire have one thing in common – participants doing the same motions together. Even rowing is resurging under a group program. This made it a no brainer for Torque to design its X-Lab so the class can do the same exercises together. No other system taps into group chemistry this way, which is way more fun and inspiring. The base unit accommodates a class of eight, and add-on units take it to 10, 14, and beyond. This makes it easier for trainers to conduct ever larger classes and grow the revenue accordingly.

The X-Lab Ramps Up Profitably as Participation and Revenues Grow

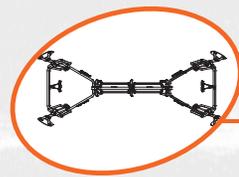
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MAKING ATHLETES STRONGER

By Steve Hayes, COO of BILT by Agassi & Reyes



In 1987, a teenage Andre Agassi walked into the gym at UNLV seeking help developing his small frame. Reyes, then the head strength and conditioning coach for the UNLV Runnin' Rebels basketball team, saw a young man with fierce determination and a will to win. He also saw a headstrong youth at risk of seriously injuring himself.

Reyes, who became Agassi's strength and fitness coach, believes there's a right and a wrong way to build strength. Many athletes don't lack motivation but may not know how to train safely or efficiently. The talented yet impulsive Agassi was a prime example of an athlete who needed help avoiding some of the pitfalls common to intensive strength training.

After decades coaching high performance athletes, Reyes knew the dangers of traditional weight machines and how they could be reconfigured to reduce strain on joints and stress points

such as the neck and lower back. The machines he envisioned simply did not exist – at least not yet.

Reyes decided to take his training regimen one step further by tweaking the tools of his trade, creating a unique partnership in the process.

After frequent trips to home improvement stores and trial-and-error experimentation with various metals and configurations, Reyes cobbled together a series of highly adjustable weight benches that effectively built strength without injury – the prototypes of what

would eventually become the ergonomically advanced BILT by Agassi & Reyes product line.

One of his first innovations was building a weight bench with retractable arms that allows users to safely lift weights over the chest rather than from an overhead weight rest located over and above the head. The bench, like the other machines developed specifically for Agassi, reduced the risk of injury while offering a more efficient workout.

“It seems that on conventional free weight bench presses, the weaker you are the more likely you are to get hurt,” Reyes says. “The stronger you are, the more likely you are to get hurt, too.”

Traditional weights can potentially damage or weaken the body even as targeted muscles benefit from exercise. Squats, the exercise staple of athletes everywhere, presented significant risks for those using traditional weight equipment, Reyes says.

“Squats are the best lower body exercise ever invented by man. They are also the worst lower body exercise ever invented by man.”

Reyes addressed this problem by devising a machine for the lower body that uses a system of springs to provide weight resistance and fluid, comfortable motion. It would serve as the prototype for the Change of Direction (C.O.D.) Machine, a revolutionary piece of equipment that enables users to squat and perform lateral movement exercises without straining the knees or back.

The Change of Direction became an instant hit and received the 2013 FIBO Innovation Award because it allows for a safe squat movement. In addition to its emphasis on safety, the C.O.D. creates an intense lateral exercise series, including side shuffles, lunges and single leg squats. With safety in mind, the design provides for a direct line of movement protecting the



spine and back muscles by conforming to the natural angles of the body.

To enhance the intensity of the movement, Gil created and developed a specialized type of variable resistance called INTELLILIFT®. Unlike the traditional selectorized weight stack, Gil's design allows the user to quickly and easily increase or decrease the weight resistance for a particular machine and exercise by simple pin placement. Springs are attached to the traditional weight stack and work in conjunction with the weight stack to provide a distinctive form of variable resistance. As the weights are raised by the movement of the exercise, the attached springs are elongated to a position of greater resistance.



**Andre Agassi and Dan O'Brien,
1996 Olympic Decathlon Champion**

The optimum flex points of the user's muscles coincide favorably with the increasing resistance points of the springs as they are stretched and the decreasing resistance as they are closed. The “feel” from the movement is consistent providing a fully efficient exercise.

Other notable inventions by Reyes include an abdominal machine that fully supports the back while isolating stomach muscles and a lower back machine with slanted foot plates and spring-enhanced variable resistance that safely builds lower back strength.

Each machine alleviates potential injury and capitalizes on the athlete's “sweet spot” by allowing the user to exert maximum effort at the appropriate moment.

As Agassi racked up tennis titles, word got out about his secret weapon – a collection of crude-looking exercise equipment that was off-limits to other athletes and trainers. Over the years, Reyes refused many requests to view and mass-produce the equipment.

Agassi's retirement from professional tennis closed one chapter and opened another with the launch of BILT by Agassi & Reyes, a company built on the same promise of training safety, efficiency and longevity that helped sustain Agassi's unprecedented succession of career wins.

Reyes frequently advised the young Agassi to “bring it to your sweet spot.” With the streamlined BILT by Agassi and Reyes products, the public can now experience the effect of superior training techniques and boost performance to new heights.

For more information, please contact Steve Hayes at 702-215-2181, shayes@biltbyagassiandreyes.com, or visit www.biltbyagassiandreyes.com.

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Is the Big Box Business Model Dead?

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

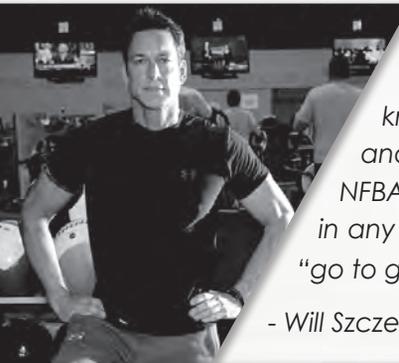
The only businesses that will survive are the ones willing to reinvent themselves. What was fresh and new always becomes old and ordinary and very few leaders are will to commit to the effort it takes to keep their businesses successful year after year.

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

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



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



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

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

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- Josh Tyler | Fitlife, Pennsylvania



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Top 5 Treadmill Features Driving Service Time Down (and Satisfaction Up)

Investing in Well-Built Equipment Leads to Long-Term Cost Savings

By Tom Hull, Vice President Sales, Americas, Precor



Three words no fitness club owner or member wants to see: “OUT OF ORDER.”

Everyone knows that recurring equipment problems can seriously damage the brand of a fitness club. In addition to provoking a torrent of complaints at your front desk, “Out of Order” signs can have a significant impact on member recruitment, retention, and ancillary revenues.

To prevent this from occurring, commercial gym operators must find ways to cut down the number and duration of equipment outages. That means finding a fitness product designed with dependability, longevity and ease of service in mind.

To that end, leading fitness manufacturer Precor has developed the Experience™ Series treadmill line, designed with five innovative features that all club owners should look for in their equipment to drive service time down and satisfaction up.

1 Built-In Diagnostics

Diagnostics give club owners a critical window into the performance status of their equipment, alerting them to potential service issues before they are compounded by additional factors. By improving the speed and accuracy of error detection, such diagnostic tools cut down on warranty costs and major repairs.

Precor treadmills come with an Active Status Light feature that allows owners and service personnel to quickly assess their operating condition at a glance.

A solid blue light means the treadmill is in perfect working order, while a pulsing blue indicates that the belt is worn. A solid yellow light signifies that an error was detected, but the treadmill system auto-recovered and remains operational. A flashing yellow, however, means that service is required. This easy-to-follow guide helps owners address emerging problems more swiftly while also prioritizing service calls based on urgency.



2 Networked Fitness

By networking all of the Precor treadmills within a fitness facility and then studying their usage trends, health clubs can optimize the layout and configuration of their clubs to reduce equipment wear and tear.

For instance, using the web-based management tools that are part of the Precor networked fitness solution called Preva®, a club manager can tell whether a popular treadmill is being overused. To reduce the strain on valuable equipment, the manager may rotate treadmills at that location from time to time, or influence traffic patterns to encourage a more even distribution of equipment usage.

3 High Quality Production & Assembly

Club owners are advised to source equipment from proven manufacturers with state-of-the-art production processes. You get what you pay for. The better the materials and assembly of your equipment, the less time and money you'll spend on service issues.

Precor treadmills are designed with durability in mind to reduce the occurrence of common wear-and-tear problems.

Rollers, for instance, are among the items most frequently replaced on a treadmill due to bearings failures caused by friction and impact. Precor makes its rollers from raw, cold-rolled steel and uses high-quality bearings that significantly reduce the rate of roller replacement.

Other Precor differentiators include infusing the belt with dry silicone for better lubrication than traditional wet silicone, which evaporates over time, and electrostatically powder-coating the treadmill frame so it will never rust.

Precor treadmills also feature common fastener sizes and lengths, reducing the time needed by service technicians to complete installation and repair activities.

4 Easily Replaceable & Reversible Parts

Even with proper maintenance and care, certain treadmill parts will inevitably become worn after extensive use.

When replacement becomes necessary, Precor treadmills are designed so that service technicians can swap out the belt and deck without having to disassemble the trim strips or side frame, and without having to move the treadmill from its location.

The deck itself is reversible, allowing club owners to double the life of the running surface by simply flipping the deck over to the other side.

5 Easy-to-Clean Surfaces

Designing treadmills so that they are easy to clean sounds simple, but it's amazing how many manufacturers get this wrong. Treadmills should be free of small cracks and seams where food and dirt particles can become lodged and impossible to reach.



Precor offers a sleek and attractive console design that promotes cleanliness while also offering exercisers ample storage for personal items. Designed to minimize vibrations, the console features ample space for cups and metal drink bottles and holds them securely to prevent spillage that can result in costly cleanup.

Eliminating "OUT OF ORDER" signs in your facility starts with being disciplined in selecting equipment incorporating these five features. Make the right choices and not only will your service costs drop, but your members will thank you for making sure their favorite machine is always ready and waiting for them.

For more information call 1 (800) 786-8404 or visit www.precor.com/treadmills.





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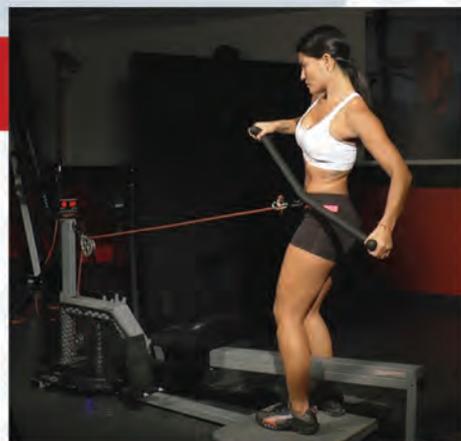


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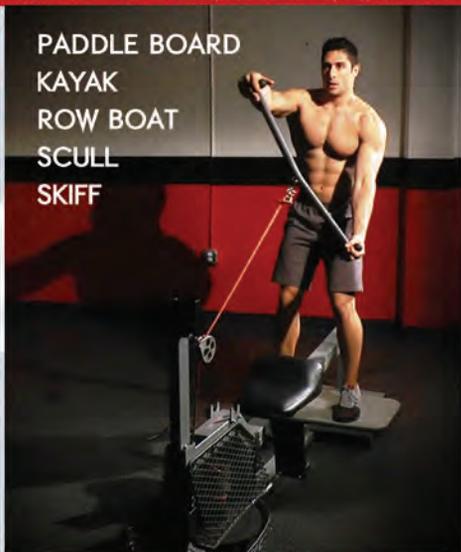
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Radically Different, Radically Effective ... Radically Diverse?

Just about everyone who has tried a Helix Lateral Trainer will argue that it's the biggest breakthrough in cardio training since the advent of elliptical trainers 20 years ago.

And, these same folks, which include tens of thousands of trainers, fitness directors, members, and even PT's and MD's understand that it's a radically different way to train. Traditional cardio products train only in the sagittal plane. Linearly, front-to-back. The patented lateral motion of the Helix delivers multi-planar training and, in effect, trains the entire leg and even the core. Research studies show that Helix training is radically more effective than elliptical training, with the Helix delivering significantly more muscle activation in virtually every muscle group from the "core to the floor". Highlights of the Helix performance include 44% more activation of the obliques (so, yes, Helix training can help members lose their love handles while doing cardio!), up to 43% greater activation of the inner/outer thighs, 38% greater activation of the glutes, and 23% more effective HR training.

While it's easy to get caught up in these amazing test results, it's also important to realize that the design genius and performance benefits of Helix make them a perfect fit for a very diverse cross section of facility types.

As you read the comments below, you'll see how the breakthrough technology of Helix is helping facilities of all types, and their members, thrive. Consider how you, your members, and your facility would benefit by adding this amazing new product to your cardio mix.

HEALTH CLUBS

Helix Lateral Trainers can be found in hundreds of health clubs nationwide, and Helix has been named an Approved Vendor for 24 Hour Fitness.

However, the following comments sum up what many of our health club partners have to say about Helix:

"When we were sourcing equipment for my new club, I heard about Helix from a friend who has been in the fitness industry for decades. He indicated that the Helix was a very unique piece that has been very popular at every facility that has purchased them. On his advice I essentially took a leap of faith and brought in 5 Helixes to my new club. Thankfully, within days of receiving the Helixes, they became our most popular cardio piece, and they remain our most popular cardio product to this day! I think ANY club that is interested in having leading-edge products AND satisfied members should have Helix. Except my competitors, of course! We always showcase Helix on our sales tours and every prospect that tries it, loves it!"

Dr. John Fortuna, President, EB Fitness, Cleveland, OH



For members of EB Fitness in Cleveland, OH, Helix is their favorite cardio piece.

YMCA's:

"Our overall experience with the Helix has been awesome, the member love it! They used to use the elliptical but they like the different motion (of the Helix) and the work it does on the lower body."

Betty Linko, Indian Valley YMCA, Harleysville, PA

"I'd say it's one of our top machines in terms of popularity with the members. The Helix is popular with all types of members – every age group and every level of athleticism. And, it's a machine that people aren't used to seeing in other gyms, so it has that exotic appeal that helps attract potential new members."

Austin Scisciani, Licking County YMCA, Newark, OH

PERFORMANCE TRAINING STUDIOS



Vision Beyond Fitness is a performance training studio that creates custom training protocols for a very diverse group of athletes, from high school to college, to even professional (NFL, NBA, and NHL) athletes. VB Fitness also trains MMA participants, offers Cavemen Training, Strongman Training, Tough Mudder training, and more. Yet, as diverse as these disciplines are, Helix has something for everyone:

Vince Scollo, founder of VB Performance, offering encouragement to a client.

“The Helix has been a staple point piece in our gym for our cardio and Bootcamp classes. The clients love the uniqueness of the piece, and enjoy the change up it brings to their workout. It offsets our cardio section quite nicely being that the majority of pieces only have the body moving in a linear motion, where this (Helix) allows for lateral movement which increases strength and activates muscles within the hips. Making this machine more dynamic!”

Vincent Scollo, Founder and Owner, Vision Beyond Fitness, Syracuse, NY

CORPORATE FITNESS

“We have the Helix in four different campuses – two in California serving about 6,000 employees, and campuses in Utah & Arizona serving about 2,000 employees each. We initially decided to install the Helix in our Arizona location because we thought it would be great for our skiers there, but because we have employees that travel around all the time we decided to incorporate the Helix everywhere and we’re glad we did.”

“From my perspective, I really like the Helix because it’s innovative and that’s what we’re always looking for – how do we stay ahead of the fitness center market and remain attractive to employees. I try to keep our clubs unique & creative and Helix helps us achieve that objective.”

Darleen Keegan, eBay Corporate Health Clubs, California, Utah, Arizona

WOMEN’S CLUBS

“The Helix has been a great asset to our gym. Women especially love the challenge the Helix offers for the lower body, while still getting a great cardio workout!”

Melissa Moorman, Owner, Women’s Fitness Company, Medford, OR

A member at Women’s Fitness Company in Medford, OR puts the Helix through it’s paces.



TRANSFORMATION CENTERS

Helix is a unique product, so it stands to reason that many of their customers have unique facilities. Take Well Rounded Health and Fitness of Syracuse, NY. Founded by a top IFBB pro, Jeremy Freeman, and his wife Kim, herself a former sponsored athlete and national training director for a Fortune 500 company, Well Rounded develops customized 6 week Transformation Programs, including their famous Project 42 plans. Here is what they have to say about Helix:

“Most cardio equipment uses forward and back movement, the Helix uses a lateral movement working different muscles, tendons, and ligaments and giving a whole different feel to an exercise movement while working entirely different muscles. Usually in order to work these muscles you’re doing calisthenics or plyo type movements that are very jarring to your joints. The Helix has a smooth low impact motion that can help strengthen those areas without causing trauma from the consistent pounding of a plyo movement. The Helix has stood up to the test of the stress and overuse that our active programs and members put on our cardio equipment. We love the Helix and

would absolutely recommend it for anybody wanting a great workout that is unlike any other piece of equipment. Our mission is to protect, educate and inspire our clients and Helix allows us the opportunity to achieve our goals!”

Jeremy Freeman, Co-founder/Co-owner Well Rounded Health and Fitness, Syracuse, NY



The intensity of Helixing is a key component of transformation classes at Well Rounded Fitness in Syracuse, NY.



For more information on the breakthrough Helix Lateral Trainer, visit www.helixco.com, write info@helixco.com, or call 888-HELIXCO (888-435-4926).

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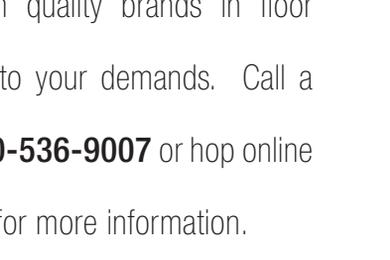
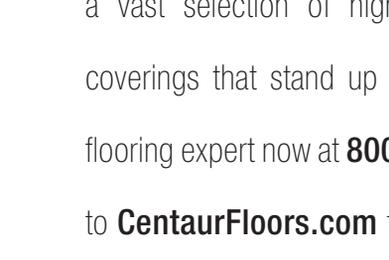
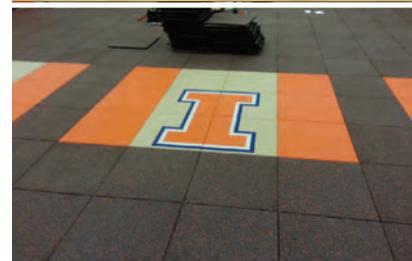
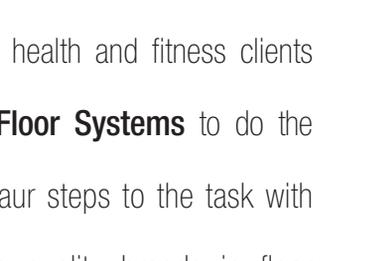
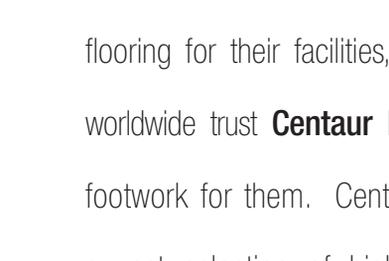
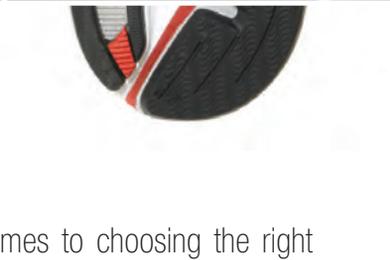
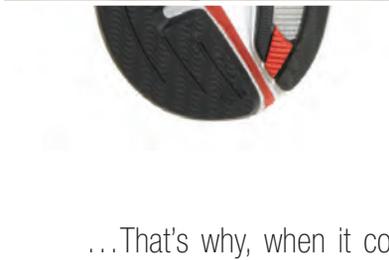
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The Five Biggest Mistakes You Made This Week in Your Business

By: Thomas Plummer

Business is a game of efficiency: it's not a game of perfect. Your goal each week is to do as many things as you can effectively and eliminate as much of the wasted, ineffective habits you become trapped in over time.

Perhaps the most important thing that we could ever teach fitness professionals is that almost every business-threatening mistake they make is due to the inability to change and their failure to move the business ahead rather than trying something new. In other words, most professionals fail by clinging to the past rather than trying to move the business

forward through the introduction of new ideas and systems.

Here are five things that might have made the difference between a good week and great week. This list could be much bigger, but these are five problems we tried to correct this week during typical client calls:

You still don't know your numbers:

The numbers in a business don't lie. If you can't tell me how many leads came through the door this month, how many conversions (closing percentage), what happened to the rest of those leads, the average EFT per new client, how many new clients are being upsold to training

memberships, how much it will cost to run your business this month and your retention numbers, then you aren't in control of your business. And if you don't know your numbers, how do you make decisions? You have to make staffing, marketing and general business decisions everyday, but if you don't know your numbers then how did you make the ones you did today?

You are still being held hostage by your staff:

If you are afraid to change the business because you are afraid to piss off a few staff people, then you are being held hostage by staff without the benefit of a chance for ransom. Always do what is right for the business and never be afraid



Attendees at Fit.Biz.Con Chicago

to grow. Everyone is replaceable and the business will move forward without those roadblocks. It's important to note that if you own a business and can't do the job currently by being held hostage by someone you perceive to have a skill you don't possess, you shouldn't be in this business. This is like owning a restaurant and not being able to cook if the chef walks tonight. You have to master every job in the gym and you should always train backups as a routine part of your business planning.

What you're doing isn't working, but you are afraid to change:

Because what if you change and the new ideas don't work. Besides being a Chinese logic problem, this is a common trap for professionals who have business systems based upon the 1990s, yet want to move into a training-centric business model. This is like saying, "I don't want to send my staff to a workshop because what happens if I spend the money and they leave me?" What happens if you don't spend the money and they stay?

The key concept here is that anything that has been a trend for over three months is no longer a trend, it's the new reality. The belief is that if this professional waits long enough the tough times will be over and everything will go back to like it was back in the day when the business was hot.

Believing Poor is Good: One conversation this week was with an owner who was telling me that he was reluctant to change his system because he had three trainers who were generating \$13k a month in training...combined. Yes, that was the best he had ever done, but it is still horrible. We get trapped into believing that lousy is the new standard. This is like a woman who is married and her husband totally lets himself go. He was young, athletic and handsome and now he is 35 and wearing dad pants with an elastic

waistband, big white tennis shoes and carries about 30 pounds over his married weight. She settles for this wreck until her personal trainer, after she lost weight and realized her inner babe, hits on her and she now realizes that she settled for lousy when she can really have a higher standard of hot.

Being Afraid to Ask for Help:

I call this the big chain syndrome. The chains struggle with an out-of-date business platform, heavy competition, erosion of their core revenue generators through the loss of training clients to the training gyms; yet most of the biggest club operators maintain that obstinate smugness that they are just too good to ask for help and nothing for them changes except the numbers get worse and the competition gets thicker.

This is common in the new training gyms where the first time owner is deathly loyal to a training concept and isn't smart enough to realize that a training methodology is not a business platform. A business platform is how we charge the clients, how we collect the money, how we price for the market and most importantly, the combination of the systems you use to run the business and train the staff. What does all of this mean: new ideas won't kill you and too much inbreeding, meaning every new idea you have comes from current staff or people who don't understand this industry, might just end your business.

Trapped in 1995: This is a conversation that, sadly, I have at least several times a week. This conversation usually progresses through anger, denial, a sense of entitlement, and finally the reality that what made you successful in 1995 is as relevant today as a phone with a cord, a baby blue leisure suit or a five-year-old cell phone.

It is seldom what you know today that will make money for you in the future. It's

what you WILL know if you ask the right questions and continue to let yourself grow that will make you a rich person.

Remember that Jurassic Park wasn't just a movie; it is a representation of everything that is bad today in our industry. Don't ask me about how to sell training at point of sale, ask me how to build training into every membership in the gym. Don't ask me how to hire young, dumbass trainers and then wonder why they can't keep clients or can't sell even though you give them over half the money. They are trainers, and all they should do is train someone, under the supervision of a master trainer, because most trainers work with only one motivation and that motivation is helping people, not being part of your sales team. Change your old dinosaurs, or move on to Jurassic Park where all the old dinosaurs go to die.

Business is about growth and the future. Clinging to the past ended a lot of chains and individual efforts in this business, and clinging to the past might just end yours.

Ask yourself this, "Am I willing to let go and grow this business, or am I hanging on to my past glory days?" If you ever tell yourself, "I can't change, I will piss off too many people, but what I am doing isn't working," then you already know the answer.

Thomas Plummer is the key note speaker for the National Fitness Business Alliance. The NFBA educates fitness professionals, from independent club owners to non-profits, on how to make money in the fitness business. They're offering 12 educational workshops throughout the country in 2014. To find out more about the NFBA check our website www.thenfba.com or call us at 800-726-3506.

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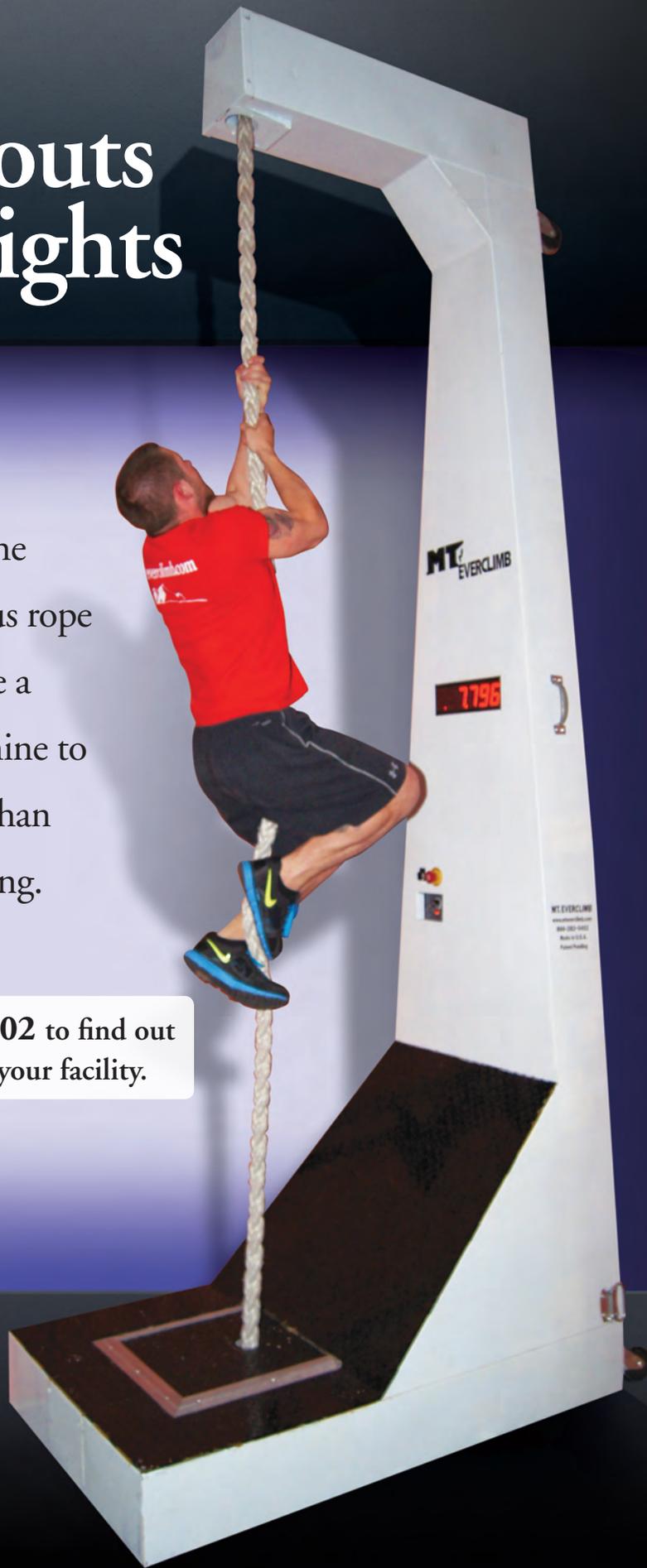
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Industry Changes through Innovation and Partnership

I recently had the great pleasure of meeting John Schirra, President of DietMasters Software. We have a mutual client that came up with the brilliant idea to sell access to customized nutrition software as an add-on service to a gym membership. This got me thinking, why aren't more gym owners and personal trainers doing this? I think it's because mobile technology and nutrition technology hadn't fully come together until very recently, and club owners are still trying to figure out the best ways to sell traditional services like personal and team training. There has also been a gap in content and technology that specifically targets the fitness industry.

John mentioned to me that his Company had traditionally targeted doctors and not fitness professionals, but there is no reason the same concepts wouldn't apply in both arenas. At that point we had one mutual client with the hopes of gaining many more.

A month or so passed and a good friend of mine, Justin Eberle, founder of the Colorado Fitness Association and Aktiv Ventures, introduced me to someone he thought could use some help with payment processing. Justin connected me with Matt and Amy Lowe, the founders of New Body Lifestyle. They were in need of payment processing through their InfusionSoft platform and ASF was happy to provide

help with our gateway connection into their system. Matt was thrilled that we had the connection already built and I wanted to hear more about this New Body Lifestyle.

Matt told me how he and Amy had spent the last 4 years working on a software platform to help their personal training clients with fitness planning and tracking, but more importantly they had included meal planning and nutritional tracking in their software. I instantly thought of DietMasters and mentioned my relationship with John Schirra. The stars began to align. New Body Lifestyle's meal planning engine was actually fueled by data from



Jason Weston sits down with Matt Lowe and Dr. Jacob Wilson. Visit [youtube.com](https://www.youtube.com) and search ASF Payment Solutions to see the discussion.

DietMasters, but more than that, Matt and John were friends and business partners. John had figured out a way to market to the fitness industry through New Body Lifestyle's fitness focused software and a mobile app. Matt had realized that there was

no reason to reinvent the wheel since DietMasters already had much of the research and data to run the program. This was genius.

The new meal-planning website is a bridge between a member's goals and their everyday life. The site is an education-based health and wellness software program with interactive resources. Those resources include the ability to choose food types according to culture and health



Matt Lowe demonstrating NewBody Lifestyle at the June 11 launch party.

needs; a way to plan and sync meals across devices; and a coordinated grocery list that is sortable based on the aisles of the member's favorite store. Additionally, blogs are included that are written consistently by experts in the field like Dr. Jacob Wilson of the University of Tampa's world-renowned Human Performance and Sports Nutrition Laboratory. Dr. Wilson is the current National Strength and Conditioning Association Outstanding Young Investigator Award recipient. He has spent years researching cellular, molecular and whole body changes in muscle size, strength and power in response to resistance training and nutrition interventions. On these topics, he has published more than 100 peer-reviewed papers, book chapters and abstracts.

Now there is a nutrition technology program that clubs can license whether or not it's white label branded. It brings together very specific meal plans, sports nutrition education, fitness education and tracking. From my perspective, I've seen a lot of crazy schemes to drive additional club revenue, but this seems to be one of the

most logical and well thought out concepts. Most owners get in the fitness business to change lives and, we all know that true life-changing fitness is a lifestyle that happens in and outside the gym.

Another rapidly growing vertical in the health and fitness revolution is Corporate Wellness. As companies try to navigate the world of employee healthcare, productivity and absenteeism, the tools to manage and encourage employee health are at a premium. New Body Lifestyle is the perfect alternative for companies to provide their employees an avenue for

success while monitoring progress along the way.

ASF Payment Solutions is proud to partner with New Body Lifestyle and DietMasters to bring health and wellness to the clubs and communities we serve. ASF is a true relational partner and takes pride in our client's business success that goes beyond just being a health club management software company. We strive to find the right partners to deliver value to our clients and help them deliver value to their members.

Jason Weston

Vice President of Sales & Business Development

Jason.weston@asfpaymentsolutions.com

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Ideal Products - Shaping Up, One Step at a Time

As summer approaches, what better time to get in shape and take steps toward a healthier lifestyle? That's exactly what we did here at Ideal Products, Inc. as we used the month of April to institute Health Awareness Month around the office.

Being involved in the fitness industry, it only seemed appropriate that we used the month of April as a platform for informing our employees about well-being, fitness and pursuing a healthier lifestyle. Our biggest step toward promoting better health was our "10,000 Step Challenge." The 10,000 Step Challenge is a nationwide movement that encourages people to break free of their sedentary routine and use walking as way to promote good health and exercise. Research has shown that adding 15 minutes of moderate activity to your day, adds approximately three years to your life! Studies have also shown that workplace wellness programs help reduce the negative impacts of a sedentary workforce.

So, for the month of April, the goal was for each employee to challenge themselves to take 10,000 steps EACH day. In

order to keep track of the steps, the company provided each employee with personal pedometers that were purchased at a local Jamba Juice. The pedometers kept track of the step count along with calories burned and miles walked for those using the step challenge to work on some healthy weight loss as well. Steps were logged by each person at the end of the day and then tallied up on a weekly basis. The more each person walked, the more raffle entries they received for the Grand Prize. A white board in the

lobby displayed the steps taken each day, which promoted some friendly competition and helped give each person some extra motivation. Whether it was walking to the copy machine, walking out to the warehouse or taking an extra trip to the coffee maker, each step contributed to the overall goal each day.

Everyone was also encouraged to increase their step count outside of work in order to meet and exceed the 10,000 steps per day. Disneyland outings, trips to the gym and hiking helped get some people to be named the "High Stepper" for the week. In a final effort to push for some final steps, we took a group hike to Mt. Rubidoux. Located about 10 miles east of our office, Mt. Rubidoux is

a popular spot in the area for hike and recreation. The trail is approximately 3 miles long and gave everyone some additional steps to add to their chances of winning the challenge.

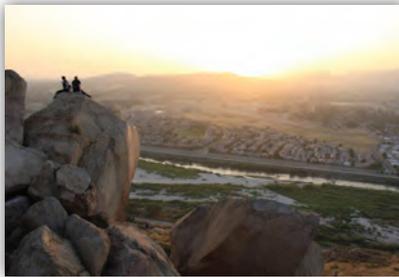


In a final effort to push for some final steps, we took a group hike to Mt. Rubidoux.

Hiking trail pictures are courtesy of www.californiathroughmylens.com

Along with the 10,000 Step Challenge, healthy eating habits were also encouraged. A memo board in the break room contained information about making healthier food choices and offered up some healthier options for those looking to change their diet for the better. Healthy snacks were available in the break room and gave everyone good options for when mid-day cravings kicked in. A potluck was also held where each employee brought a healthy dish to share. Grilled chicken, zucchini noodles and fresh fruit were just a few of the items shared amongst co-workers. Working together as a group, everyone was held accountable, making it easier to make healthier food choices and to walk as much as possible.

In the end, the overall step count for all participants was 2,649,873 steps. That equates to about 1,324 miles. So, if you're trying to imagine how far that is, just picture yourself walking from sunny Houston, Texas to the front lawn of The White House. It was obvious that everyone pushed themselves to do their best during the challenge, so for the grand prize, our friends over at Fitness 19 put



Enjoying the view after the final step atop Mt. Rubidoux

together a great package for the winner. Bob Rodgers, the local regional manager for Fitness 19, provided a free three month membership and four personal training sessions at the Fitness 19 club of the winner's choice. This gave the winner a great opportunity to continue on with their fitness and exercise even after the challenge ended. Having a long standing relationship with Fitness 19 clubs, we really appreciated the support they gave us as we finished up the 10,000 Step Challenge. Needless to say, we definitely feel like we reached our goals for Health Awareness month. Promoting health and fitness is important and here at Ideal Products, we are proud to be a part of the growing fitness industry.

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HEX started in the fitness industry after creating a successful medical division to design and manufacture phototherapy



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That background guides HEX in the design and manufacture of its tanning equipment today, and the company continuously guides customer in proper usage.

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Woulda, Coulda, Shoulda - Quit Your Whining

By Gary Hood, Global Fitness Association

You can choose to do nothing or you can choose to become a stronger business. The choice is yours.

After being in the fitness industry for over 40 years, I've seen a lot of things and many have made me shake my head and wonder what the heck some of you were thinking. And yes, we've all made mistakes because we woulda, coulda, and shoulda reached out for help and we didn't. So read on.

The foundation for a successful business is in the lease. It has always been my opinion that fitness facility owners don't get what they deserve - they get what they negotiate. When it comes to your rent and rights, landlords always seem to have the upper hand and that's generally due to the tenant creating a poor foundation when going into business.



If you're looking for a new location, ready to sign a renewal option, or having problems with the space you lease, now is the perfect time to pay your landlord a visit. Many landlords across the country are also feeling the pinch and may welcome a discussion about lowering your rent, offering you a rent concession, or possibly renegotiating your lease. Though there are no guarantees, you won't know unless you ask. *But only ask if you know the ropes.*

You wouldn't golf for money against the clubhouse pro, so why would you negotiate your own lease against a seasoned realtor or landlord who negotiates leases every day for a living? Bring a professional with you.

After working with landlords across the country for over forty years, we have developed several successful strategies and techniques that address these five examples below.

You're ready to sign a lease for the first time. Leases favor the landlord, and your lawyer will check only the legality of the lease, making sure that the legal terms are correct, etc. And that's what he's supposed to do. But you can do better, a lot better. Be prepared to negotiate things such as the tenant improvements to the building, and the personal guarantees.

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Your lease is up for renewal. Instead of just signing and agreeing to the landlord's terms as written in the original lease, why not try to save money? Now is the time to rewrite the lease. Don't forget, in 1981 you could buy a home for \$89,000, a new car for \$8,000, and computers weren't even for sale to the average consumer. Times have changed, so take advantage of the opportunity. None of us could have even imagined 10 to 20 years ago that rents would be where they are today.

Your landlord is not performing. Has your landlord or property manager let you down? Have repairs and maintenance been neglected around the building or shopping center? Keep the problems well documented and always communicate in writing for best results.

Challenging business climate? Has the economy forced you to be late on your payments? Is your landlord growing impatient and preparing to evict you? Don't run and hide, try and keep an open communication with him at all times and negotiate.

You're contemplating closing your business and throwing in the towel! You have a huge liability and exposure on the remaining term of your lease, including your members. Try and limit your risk and exposure and come up with a creative way to close. You've heard of the nightmare stories, where tenants are required to continue to pay rent

even when they're not occupying the space. Doing it the wrong way gives all of us a black eye. Come out a winner and do it right.

If you're a club owner, manager, fitness director, or personal trainer, and you want to get away from the woulda, coulda, and shoulda approach, then contact Global Fitness Association today for help. It's a great opportunity for owners to learn a few secrets from the hard-earned knowledge and experience Global Fitness Association professionals have gained over the years.

Can you really learn something from seasoned fitness industry veterans? We think so. Give us a call today for a no obligation consultation and answers to your questions. The strategies you learn and practice now will serve you now and in the future.

Special thanks to Cate Sundling, Nick Zavadsky, and Gary Gresham for contributing to this article.

More information about Global Fitness Association can be obtained through their website at www.globalfitnessassociation.com or by calling 775-298-1616. Your #1 Resource for Fitness Industry Success.

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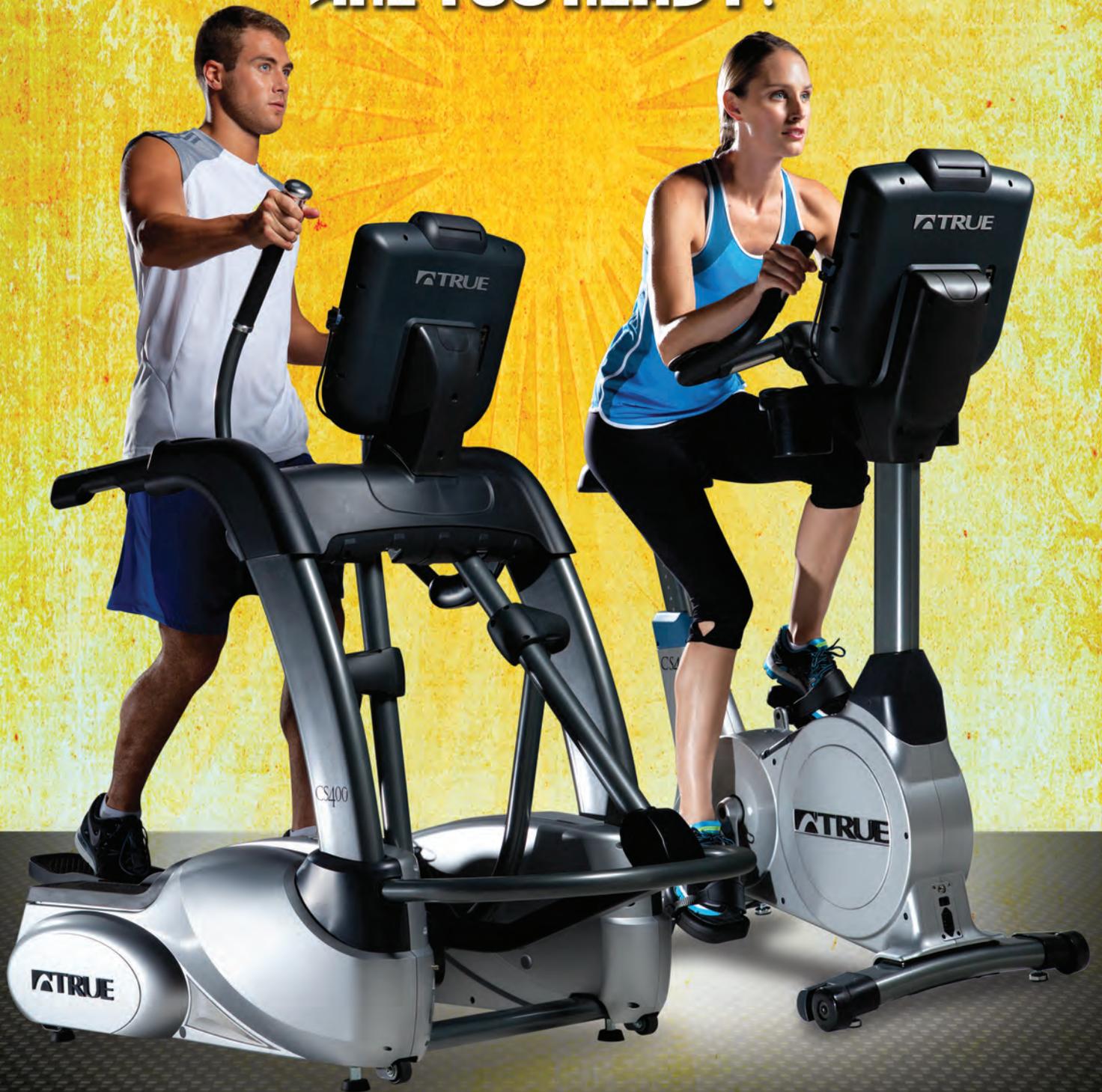


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