

NATIONAL Summer 2012 FITNESS TRADE JOURNAL

The Industry Guide for Fitness Facility Management



Thorotread –
Where Strength
and Cardio
Become ONE.
see page 6



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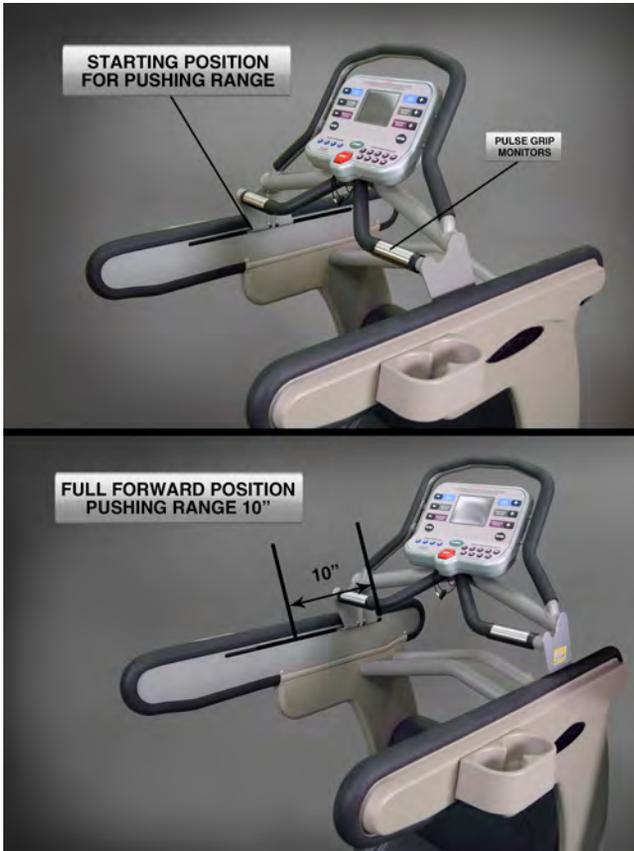
The treadmill evolves into total body strength and cardio.

After decades of treadmills being treadmills, fitness equipment designer Joe Ellis and his company Fitness Tools has **reinvented the treadmill into a completely new product category.** This patented total body strength and cardio machine combines an upper body resistance system with a traditional treadmill to blend the best of both worlds. It's tough to compare this drastic evolution to another product but one similarity is how elliptical trainers evolved into cross trainers with the addition of upper body resistance handles. That transformation changed how we think about ellipticals and you rarely see an elliptical machine these days that doesn't have upper body resistance arms. In fact very few manufacturers even offer an elliptical without resistance arms.

Look for a similar trend with treadmills as more and more users start training on the Thorotread. To further the comparison, think about how adding resistance arms to ellipticals only added to the workout and took nothing away. Similarly with the Thorotread, it operates like a traditional treadmill for walking, jogging or running. But if you want to engage the upper body resistance you simply grab the console handles and start pushing. Again this only adds to the treadmill workout and takes nothing away.

New fitness products have to pass some basic criteria to be successful. First they have to be safe and simple to use.





But is it a good workout? Recent clinical studies indicate that pushing even a moderate amount of weight while walking or jogging on the Thorotread burns nearly double the amount of calories as walking the same speed and incline on a traditional treadmill. Furthermore, the muscle activation of the major muscle

Operating the Thorotread is as simple as pushing a shopping cart, baby stroller or lawn mower. Some of which we all perform from time to time. Second it has to be durable. The Thorotread's patented design is unique and innovative to say the least, but the combination of components that make it work are tried and true mechanical devices that are long lasting and easy to service. Third it has to be a fairly priced great value. The Thorotread is priced similarly to the high end models of mainstream treadmills. From a value standpoint you get a top of the line traditional treadmill, a 25% incline trainer and a pushing machine that burns more calories than any other product in the gym. You get all of this in one machine the size of a regular treadmill.



groups was nearly 4 times higher. Maybe this sounds too good to be true but one workout will convince any user that this is truly a strength training device that just happens to double as the most popular cardio machine on the planet.

Is this just for the super fit and athletes? Absolutely not, the pushing resistance is adjustable from 5 lbs. to 45 lbs. At 5 lbs. it has very little resistance so that the most de-conditioned beginner can have great success from the very first workout. The beauty of the resistance system is that it's adjustable on the fly and can be adjusted in 1 pound increments. This makes it such that users of any ability level can train at their personal performance capabilities each and every time. At higher intensity levels however it will challenge any world class athlete. Every type of treadmill user will benefit from the wide range of exercises, shorter duration workouts and the engaging experience offered by the Thorotread.

The reason that every other manufacturer puts their product development resources into bells and whistles like entertainment options and internet connectivity is to distract the user from the monotonous repetitive motion of their

products. The boredom of using a traditional treadmill, elliptical, stair climber or bike has fueled the personal training business more than any other single factor. People want to be engaged, challenged and inspired to workout. They can watch T.V. at home and read their emails the other 23.5 hours a day. The Thorotread offers the variety and challenge to inspire the user every time they get on the machine. A unique option that the Thorotread offers is a 15" video / t.v. monitor with preloaded workout videos where a virtual trainer takes you through the 20 minute workout of your choice including; Total Body, Fat Melting, Glutes and Thighs Blaster, Core Power. New workouts will be downloadable as they become available.

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A large industrial fan is mounted on the ceiling of a gym. The fan has multiple blades and is positioned in the center of the frame. The gym floor is visible, with several treadmills and weight machines. Two people are visible in the background, one standing and one walking. The lighting is bright, and the overall atmosphere is clean and professional.

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5 Reasons Why Networked Fitness Is The Future of Our Industry



By Brent Brooks
Vice President, Networked Fitness
Precor®

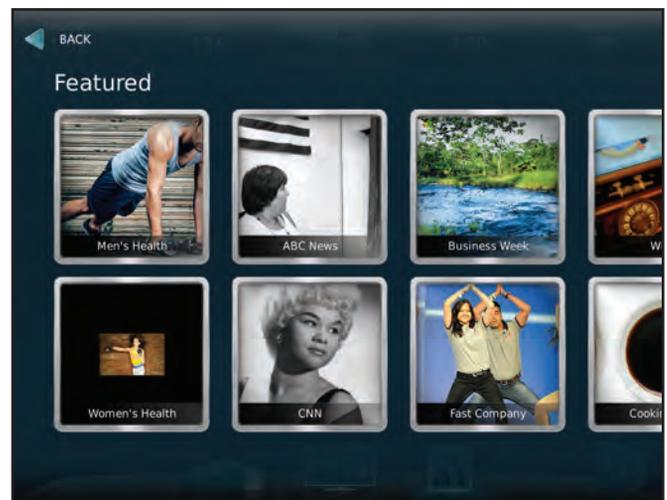
Check out what's happening among exercisers across America and beyond.

An increasing number just don't do fitness anymore, they live it. They're using technology to monitor miles run, steps taken, calories burned, and goals met. They're counting on exercise equipment, mobile apps, and other tech tools to follow their fitness plans online, even allow them to read and be entertained as they work out.

This movement is known as networked fitness, and what this means for the facility owner is a more dedicated exerciser but a more discriminating consumer. More and

more exercisers want a tech-friendly facility to accommodate their lifestyle.

Here are five reasons why networked fitness is the future of our industry...



1 Obesity rates are climbing, forcing more and more people to come to terms with the need for a fitness plan.

The U.S. Centers for Disease Control and Prevention (CDC) has reported a frightening increase in states' obesity rates from 1985-2010, which mirrors a global trend as well.

In 1985, only eight states reported that more than 10 percent (but less than 15 percent) of their population had body-mass indexes in excess of 30 pounds (the remaining states were either under 10 percent, or no data was available). Twenty-five years later, the CDC found that there was no state with an obesity level under 20 percent, and that 12 states had obesity in more than 30 percent of their population.

And yet, facilities are struggling to keep members — a typical U.S. or European club loses about 30 percent of its members a year. With obesity rates so high and increasing, why are facilities having a difficult time retaining members? One reason might be that exercisers need new and engaging exercise experiences to help motivate them to stay on their fitness journey.

2 As the Internet has become mainstream, it's now a fitness tool.

The Internet has become more engrained in our daily lives. That's obvious. But here's data to back it up: Consumer broadband connections to the Internet will more than double globally, from 800 million in 2010 to 2.7 billion in 2015, according to a recent intelligence report by Business Insider. (See <http://read.bi/GFBGsi> .) Interesting point here is that a majority of the new consumer connections will be for mobile devices.

So it only makes sense that ever-increasing numbers of exercisers will seek to utilize it as a fitness tool or enhancement. As time goes on, fewer and fewer people will know or remember the pre-Internet age. Newer generations of exercisers will be accustomed to Internet access during most of their non-sleeping hours.

3 Networked fitness — products and services that use technology-based platforms to serve exercisers and facility operators — is emerging as an outgrowth of the first two trends.

So just how are exercisers using technology and the internet to enhance their workout? Some are seeking out fitness machines consoles that provide ready made program workouts, such as intervals. Others want special in-motion viewing of fitness guides or articles as they run, step or peddle. Still others seek to surf the web, watch videos, TV shows or even update their facebook status as they push themselves through a strenuous pace.

Internet technology is increasingly being counted on by many exercisers to keep them engaged and motivated to reach goals and maintain a healthy lifestyle.

4 Networked fitness can enhance member experience and goal achievement, and also simplify facility operators' monitoring and management of cardio equipment.

Networked fitness offers a greater ability to guide, inspire, and entertain people while they exercise. Products and services tied to technology platforms can be tailored and personalized to a much wider variety of fitness goals, workout plans, and entertainment needs for today's discriminating exercisers.

That will lead to greater use, participation, positive member experience, and, above all, the successful goal achievement of an increasing number of facility users. In turn, networked fitness will result in improved member retention and more opportunities for secondary spend at facilities — which translate into more revenue.

Facility operators can also expect to boost their business with tools that make it easier to monitor and manage their equipment and to better communicate with their exercisers.



5 There are many networked fitness providers in the industry. With so many options, how do you know the best choice for your facility and your exercisers?

Selecting the best quality, most innovative, and most reliable solution is paramount, so be sure to that the provider you select is a proven leader in world-class customer service and support. Here are some other critical elements that should be a part of any networked fitness solution:

- User experience: It's important to have a clean, elegant interface without onscreen clutter to distract from the workout.
- In-house software development: The software in your products should be of utmost quality and developed and tested by a dedicated in-house development team ensuring greater product security and stability.
- Cloud-based architecture from the ground up: You want the ability to have software updates flashed from over the web to each fitness-equipment console, thereby lowering maintenance time, cost and effort. Gone are the days of manually updating each individual piece of equipment by USB.

Precor, a fitness-industry leader, is proud to offer our own networked-fitness solution called Preva™.

Preva leverages the power of technology to meaningfully connect people with their lifelong fitness journey, while delivering experiences that engage and motivate in ways that help exercisers achieve fitness goals.

For fitness operators, Preva provides solutions that increase retention of exercisers, optimize asset management of fitness equipment, and help drive more revenue.

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An Injection of Youth to the Industry

Juan Mercado Sr. began his journey assembling CEMCO product 35 years ago. In 2010 the Mercado family envisioned a company led by the new generation of fitness executive professionals. Juan Mercado Jr. and his brother Jose took on this challenge and took on the opportunity to build on their fathers experience and the 35 years of the brand's presence. Two years later that vision is a successful reality. At the age of 25 Juan Mercado Jr. is the Chief Executive Officer of CEMCO Strength Equipment Inc. and is paving the way new leaders in the industry.

It would have been easy to do business as usual and follow the established business model. Instead, Juan's experiences in prior ventures in the areas of social media, market representation and brand development have allowed CEMCO to continue to grow its presence domestically and around the world.

CEMCO continues with a mission to provide the best quality products while providing the best customer experience in the free weight industry.

Their free weight equipment lineup features the Pro Style Dumbbell Lines in (Iron, Rubber and Urethane) and the Solid Steel Urethane Dumbbell Line. They have customized Solid Dumbbells with Health Club Logos and continue to make the innovations needed to be leaders of the industry. Their equipment is high end commercial equipment assembled for the purpose of being used 365 days a year 24/7.

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New products from REP-MAXX Strength Equipment

REP-MAXX has been hard at work perfecting the new line of strength equipment, and now the RM 450 Bench Press and the RM Squat machine are available! The RM 250 & 450 Bench Press machines are the same, except for the amount of weight loaded on the machine (250 lbs & 450 lbs). The RM 450 model is also slightly larger to accommodate the extra weight. This model was built mainly for collegiate and professional athletes that require a larger bench and more weight to train with; however, it is also great for any facility or for those who have clients strength training at higher levels.

The RM Squat machine is truly a unique piece of equipment to the industry, and is changing the ways of strength training for the lower body. The same REP-MAXX weight movement technology has been applied to the squat machine, and the Smart Spotter feature is ready to adjust or release the weight for each user if needed. Again, pyramid sets, drop sets and straight sets can all be programmed into the touch screen software for a muscle burning leg workout.

REP-MAXX has taken on a challenge that many have attempted in the fitness industry. REP-MAXX has mastered



the art of weight movement that is ideal for strength training. When we say “weight movement,” we mean weight adjustment during



“With its futuristic look, our clients (ages 11 & up) were intrigued seeing the Rep-Maxx in our facility. The user-friendly touch screen was super convenient, but more importantly, safer, because there was no need to load/unload free-weights. The same mechanism also kept our circuit training stations moving smoothly. As clients used the Rep-Maxx, the “total weight lifted” was a big motivator for athletes.

Athletes were excited when they “beat” their previous set. The Rep-Maxx is a great tool for athletes seeking to improve upper-body muscular endurance (i.e. football combine bench press test). “

*Pablo Hernandez BS, CSCS,
Owner/Operator at Athletic Edge: Speed Power Agility*

the lifting set. REP-MAXX Strength Equipment is touch screen operated, computer controlled, with precise linear weight adjustment.

For example, let's say you are strength training your legs today, and are going to do a 3 sets of 20 squats. After our warm up set, you decide to add more weight to the bar. When you get to rep 12, you realize that you might have put a little too much weight on and are starting to struggle. If you were on the REP-MAXX Squat machine, the Smart Spotter feature would sense that on rep 12 you have started to slow down, and would then drop a few pounds before your next rep. If after rep 13 you are still moving pretty slowly, the Smart Spotter will again drop a few pounds for you to continue on rep 14 and so on until you are moving back at a normal pace. Without this weight movement, you would never have made it to rep 20. You would have stopped after 12, taken weight off you bar, and started all over again. With the REP-MAXX weight

adjustment, you can truly max out your reps and continue to push through the set. Instead of quitting early, you can push your muscles to total fatigue and see results faster than ever. Don't worry about loading

weights on and off your bar, program in your starting weight in the REP-MAXX touch screen control panel, and the equipment will adjust the weight for you as needed during your set.

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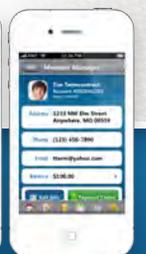
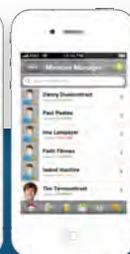
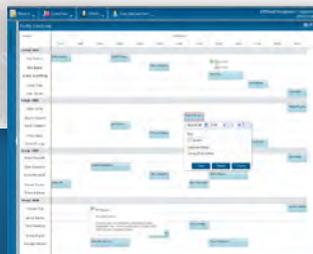
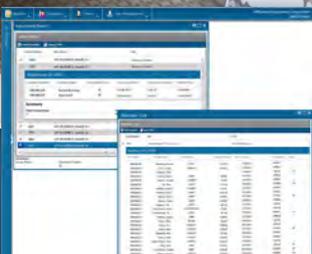


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Extraordinary Commercial Fitness Equipment Teamed with Unparalleled Fitness Program Technology

“*Nautilus® Commercial Fitness Unveils QUICKfit Apple Application*”

Adding to the tally of new product launches, since *Med-Fit Systems* acquired *Nautilus®* commercial assets in 2010, is the *QUICKfit Apple* application by *Nautilus®* commercial. The introduction of the *Nautilus® QUICKfit* application displays remarkable vision by *Med-Fit Systems*, manufacturer of the American-made *Nautilus®* commercial equipment. *QUICKfit* perfectly integrates the proper usage of the rock solid, revolutionary-in-design *Nautilus®* commercial equipment and a modern application program for implementing the legendary *Nautilus®* training principles. And here's the kicker: *QUICKfit* also creates a passive income for any gym that registers.

in addition to attracting and minimizing membership attrition, the program creates a lucrative passive income stream for the club operator- with no cost or obligation to participate! The program features the names clients best recognize- *Nautilus®* and *Apple*- to provide a safe, effective and progressive exercise regimen that creates constant contact with club sales and training staff.

Here's How It Works:

Clubs buy a *Nautilus ONE®* or *EVO* strength equipment package. They use the free marketing collateral provided by *Nautilus®* commercial to introduce their members to the program. They also use it as a tool to sell new memberships and mine new *QUICKfit* users from their existing member base.

The program includes a progressive ten level fitness ladder- with each step requiring the client to finish 20 exercise circuits. The *Nautilus® QUICKfit* application doses the exercises, prompts the users in cadence and sequence, then “tags” their calendar for each completed circuit. After twenty successful bouts, the application prompts the member to see their trainer to “unlock” the next level of fitness. Each unlock level creates a “touch point” for the trainer and management and entails



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Clubs partner with *Nautilus®* and *Apple* to drive business through their doors

Imagine if an equipment provider not only sold and serviced the “nuts and bolts” to facilities, but also bolstered their bottom line, provided 92+% brand name recognition, minimized attrition rates, and helped attract a more affluent demographic. Imagine *QUICKfit* by *Nautilus®*.



a \$9.99 charge from the *Apple* store. The facility receives \$3.50 for each download! All the customer needs to participate in *QUICKfit* is either an iPod Touch, iPhone or an iPad. (iPod Touch, iPhone and iPad are registered trademarks of *Apple, Inc.*)

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A New Trend in Locker Design; the Ultimate Alternative

King Solomon said, “There is nothing new under the sun” and nowhere does that seem more true than in the locker room. Lockers have changed very little and have traditionally been offered to the marketplace in 5 materials: metal, wood, MDF, plastic and phenolic.



It used to be that steel lockers were the standard. We grew up with them in High School and at the YMCA. Wood lockers have mostly been limited to Golf, Racquet Sport and other exclusive Clubs. But the Health & Fitness movement in the late 70's and early 80's created the need for a product that had the aesthetics of wood but at a steel price. Thus began the age of the MDF or laminate-over- particleboard locker. This material has edged-out steel and now accounts for over 50% of lockers sold. While reliable for home and light-commercial cabinet applications, MDF material is challenged to perform under locker room conditions. Lockers are intended to secure clients personal items and are installed in segregated, high-traffic, high-moisture areas with



minimum security oversight . Moisture can cause particle board to swell and delaminate. Standard cabinet hinges are weak and an easy target for thieves, increasing liability exposure. The commercial service life of these lockers is

brief with maintenance costs throughout. So serious are these material deficiencies to the purpose that operators have been seeking alternatives. Plastic lockers are now the most common online search and a number of manufacturers are adding

plastic lockers to their offerings. These are typically injection-molded plastic and while this material is waterproof, it is soft and bends easily, reducing security and aesthetics by the reinforced construction

phenolic panels in place, thus lowering the production cost by leveraging the structural integrity of the material.

Several features of FOREMAN Locker Systems are noteworthy: HPL

return on your locker investment.

FOREMAN Locker Systems has also recently partnered with Gantner Technologies of Austria to bring their innovative locking and access

technologies to N. America.

Much more than merely an electronic locking system for lockers, Gantner works seamlessly with membership software to create a state-of-the-art club management Total System Solution. From access control that make sure that only paying members use your facility, to cashless payment for ancillary products and services which has been demonstrated to increase secondary spend, the Gantner System reduces costs, increases revenues and creates differentiation in your club for a unique and



required to give it structural integrity.

HPL phenolic has long been accepted as optimum for making lockers, offering the good-looks of wood or laminate but in a reliable, structurally superior and moisture-proof material. The only challenge has been being able to afford them! Despite the material's suitability for the purpose, solid phenolic lockers have accounted for no more than 2-3% of lockers sold simply because of their expense.

Enter FOREMAN Locker Systems. With the opening of their first US factory in S. California, FOREMAN is making phenolic lockers affordable by using a design technology proven in Europe for decades. Extruded aircraft -quality aluminum "profiles" or frames hold the

phenolic is available is the same wide-range of colors, patterns and woodgrains as laminate. But being waterproof, the lockers can be placed in wet areas, safely cleaned and sanitized, even hosed-out. The integrated, full-length, anti-theft hinge opens to a wide 175° allowing full access to the interior. The hinge is so sturdy, secure and reliable it comes with a lifetime warranty. Phenolic is an inherently "Green" material meeting LEED and Greenguard Certification Guidelines. It addresses the first "R" of Green practices (Reduce, Reuse, Recycle) by delivering an exceptionally long service life; these lockers will keep their good looks far longer than those made of any other material, giving you more years of trouble-free performance and the best

convenient Member experience. Gantner Technologies and FOREMAN Lockers Systems demonstrate that new trends in the locker rooms make good business sense.

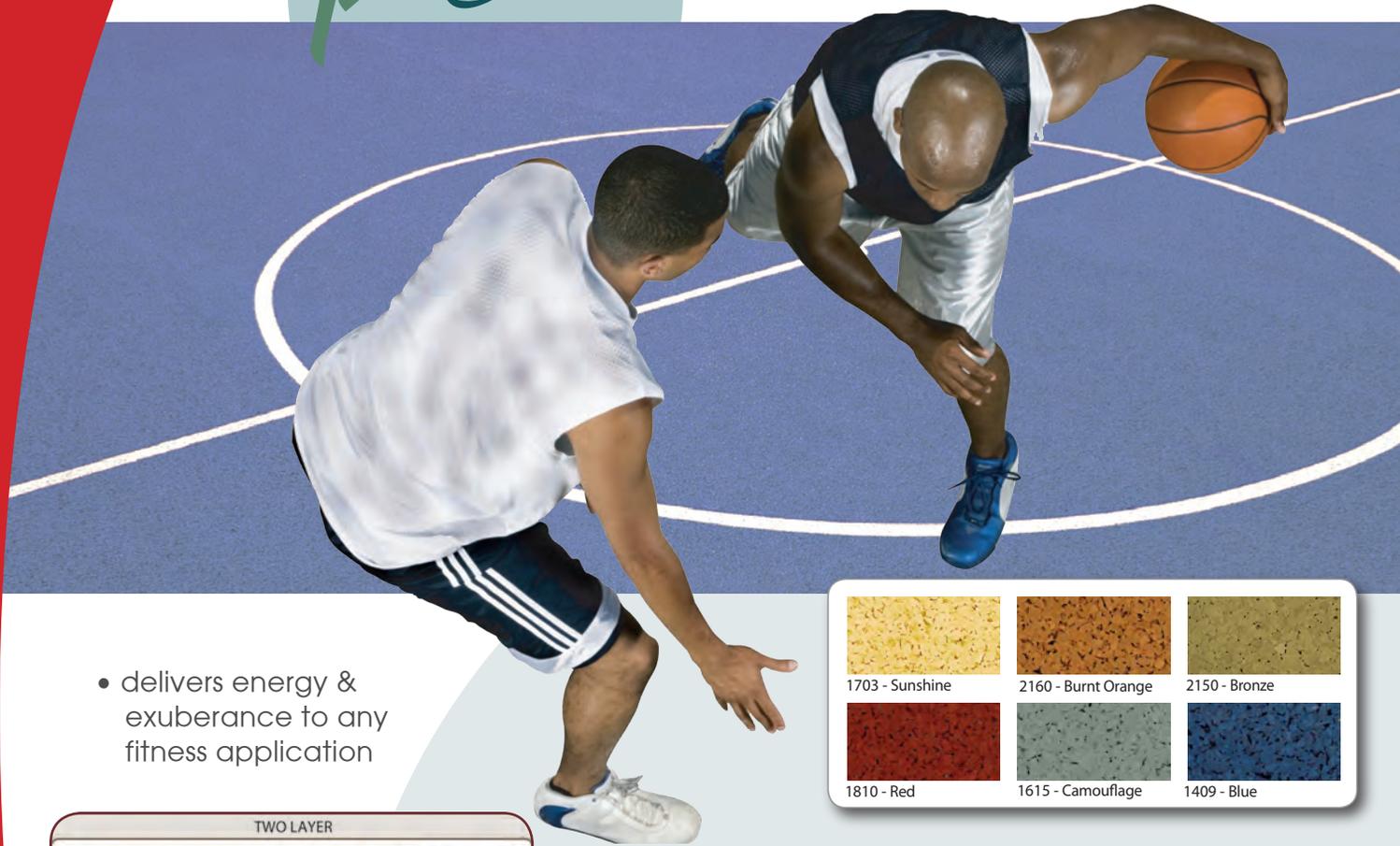


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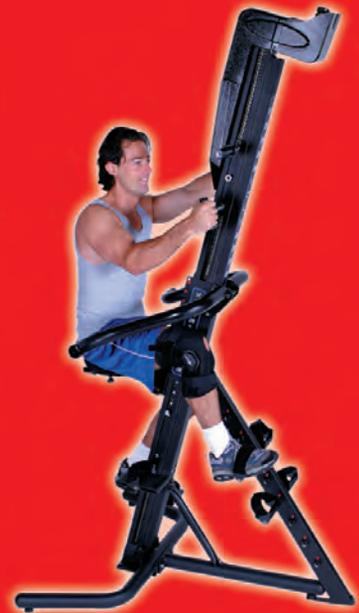
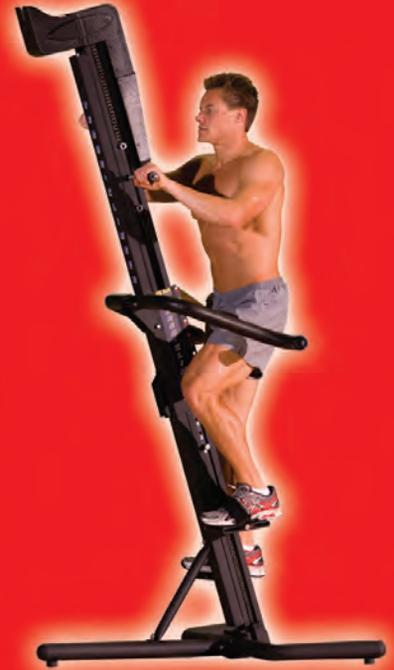
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Value Based Purchasing



By Tom Lincir,
President and Founder,
Ivanko Barbell Company

Spring is the best time of year to fully appreciate the impact of what I call Value Based Purchasing. The roads are full of potholes, and every time you run over one, you experience the consequences when someone does not practice Value Based Purchasing. The government bureaucrat who bought that concrete based the decision on the cheapest concrete money could buy. He or she may have been a hero for minimizing the price, but people everywhere else are picking up the tab.

Everyone wants a good deal. Everyone wants a bargain. Everyone wants value for their money. However, most people are more than just a little upset when they find out that the product the salesman told them was the same as Ivanko at half the price turns out to be worth half the price.

There are no magical secrets to manufacturing. If everyone used the correct raw materials, and if everyone built their products to the same time proven standards, all prices would be almost identical. It seems like every couple of months someone calls to tell us that one of our competitors is claiming to have the same thing as Ivanko for half the price. If we haven't already obtained the product, we buy one to reverse engineer it. We saw it in half to see how they do it. It's the same story every time. In the case of barbell plates: less Urethane, cheaper plasticized Urethane with fillers and extenders (which is O.K. for door knobs but a poor choice for barbells), poor bonding of the Urethane to the iron core, iron core off center, lettering that falls off, etc.

Of course, you have to watch out for those who use cheaper materials or manufacturing, but nevertheless represent the end result as quality, and charge for the quality that isn't really there.



All Urethane dumbbells look presentable when they're new. The real value for your money reveals itself over time.

So, in the end it comes back to the same thing. The half price product was also half the value. You will almost always find lower price = lower quality = lower value.

Value Based Purchasing makes such good sense, why would anyone go in the opposite direction? One possible explanation is that many people want to make their job as easy as possible for themselves. It is easier to make low quality equipment than

it is to make high quality equipment. It is easier to reduce the purchase decision to the lowest common denominator of price than it is to weigh complex considerations. Maybe that is why the makers of low quality equipment are always trying to dumb down the decision to

price, and why the makers of high quality equipment are always having to smarten the decision back up again. The good news is that Value Based Purchasing wins most of the time. The most successful enterprises, health clubs or otherwise, are those that offer quality, promote quality, and charge a little more for quality. Of course, you have to watch out for those who use cheaper materials or manufacturing, but nevertheless represent the end result as quality, and charge for the quality that isn't really there. One illustration of this is in the way dumbbell heads are fastened to the handle. No one can effectively argue that welding is not the cheapest way to make a dumbbell. That's just the point. It's the cheapest way, not the best way. Make no mistake. The only

reason someone would weld parts together to make a dumbbell is because it is the least expensive way to do it. It stands to reason that if you make something the cheapest way, it should sell for a lower price to be a good value, or else the manufacturer is making too much profit, right?

Reading the various advertising over the years, I do not recall any company explaining that they were saving money by welding parts together, and that they were passing the cost savings on to the end user. In the case of one manufacturer, they have been representing the cheaper way as a better way in their advertising for years. One of their ads said, "That's why we manufacture our heavy-duty Urethane & Solid Steel dumbbells with sturdy welds that won't break or bend, even after years of the most intense workouts." This same manufacturer, after selling millions of pounds of welded dumbbells under such claims, is now saying something totally different. In their recent patent application for a new and improved fastening method, here is what they now say about welded dumbbells. Although generally effective, shortfalls exist. For example, during welding, heat is directed towards the handle about the junction of the head and the handle. This heating can discolor the metal and create a heat-affected zone on the handle. Such heat-affected zone can substantially diminish the strength of the handle. Over time, cracks can occur in the handle. These cracks can exacerbate after extended use, which can result in total failure of the connection between the handle and the weight.

If you have been buying welded dumbbells from a manufacturer whose advertising has said, won't break or bend



and you now see them admitting that that same weld, can result in total failure... are you not entitled to a complete refund?

The lesson here is that people often represent a cheaper process as better, until such time as they adopt a better process. When someone tries to tell you that something cheaper is just as good, they are hoping you won't think about it. They are hoping you will allow yourself to be dumbed down to a decision based not on value, but on price. They try to discourage you from Value Based Purchasing.

Sawing Urethane plates in half reveals the real value in Urethane thickness and precision centering of the core.

Here's another example to illustrate. Since Urethane costs 5-6 times as much as iron, you can always be sure the cheapest dumbbell or barbell plate has the thinnest coat of Urethane. Periodically we saw plates and dumbbells in half to verify this principle. We're never surprised. We determine the ideal thickness of Ivanko Urethane through rigorous testing, so that no one anywhere down the line has to suffer the consequences of inadequate quality. This means that none of our Urethane items are the cheapest product, but we believe they are the best value. That's why we champion Value Based Purchasing.

Sawing products in half reveals another interesting phenomenon. In most cases, the Urethane is thicker on one side of the plate than the other. This is because the manufacturer lets the core 'float' in the mold. Left to its own devices, the core never floats in the exact middle. The result is unequal thickness



IVANKO DUMBBELL RACKS

When Ivanko started out in the late 60's, among our first products were commercial grade gym equipment. We're again offering commercial grade dumbbell racks as a natural complement to our dumbbell sets. We offer 2 and 3 level racks which hold 10 and 15 pairs as well as a 10 pair rack for fixed barbells. We also offer a uniquely designed, super strong "KD" rack which can be knocked-down for easy (and inexpensive) shipment and easily re-assembled at your facility. In addition, we continue offer a our popular aerobic dumbbell rack (SW2010) featuring high-end, easy-to-roll Albion casters. All of our racks are made in the USA from US steel and we can custom make any rack to your needs. See our full line of Ivanko dumbbell racks at http://www.ivankobarbell.com/products/clubgrade_racks

side to side. The thin side is more subject to cutting or splitting. This means you've paid for a certain thickness of Urethane, but you nevertheless wind up with a thinner more vulnerable coating on one side. At Ivanko we use an expanding mandrel in the Urethane molding process that positions the core exactly in the middle. Our process costs a little more, and necessitates a slightly higher price. But if you approach the decision in a Value Based Purchasing mode, there is less chance of negative consequences down the line.

In summary, we offer the following guide to assist you in your Value Based Purchasing.

Value Based Purchasing Guide

1. Olympic Bars

Made from American or Swedish steel Should be 190,000 PSI or higher. Avoid Olympic bars with suicide grooves at any cost.

2. Olympic Plates

High impact American Urethane is the most durable. Name, Weight, Logo permanently bonded into the plate with fade-proof Urethane.

3. Dumbbells

High impact American Urethane is the most durable. Name, Weight, Logo permanently bonded into the plate with fade-proof Urethane. Avoid welded dumbbells. Precision machining and careful assembly are a better option i.e. shrink fit with mushroom end, locking cone, threads, keyways, pins, or a combination of the above are all better.

These are the time-tested methods that Ivanko uses. However, if other companies follow the same quality control procedures as we do, I am sure they could have similar success, and also be a good value. The one thing that would be different, however, is they wouldn't be half the price any more.

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 tom@ivankobarbell.com or write to: P.O. Box 1470, San Pedro, CA 90733 U.S.A.

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Unlike any process introduced in the flooring industry to date, the itstru Technology is a new form of flooring production, creating one permanently bonded product out of two diverse systems. This results in unmatched durability and turns installation from a multiple-step process into an easy one-step undertaking.



Centaur is proud to initiate the launch of a diverse new line of green and recycled products. ECORE International has recently introduced fusion bonded itstru Technology, a patent-pending revolutionary innovation poised to transform the flooring industry. itstru Technology enables a proven recycled rubber product to be bonded with a diverse variety of wear layers.

In accordance with the manufacturer's commitments to personal and environmental health, all materials used in itstru production processes have been determined to be non-emitting resources and safe for applications even under the most stringent indoor air quality requirements. The health of the raw material components in itstru's backing has been supported by the United States Environmental Protection Agency, and these findings have been confirmed in similar studies conducted by multiple national and international sources. These third-party studies validate the safety of materials used by itstru Technology and confirm that the durable, stable and

sustainable products created with the technology's fusion bonding process adhere to the most rigid indoor air quality standards. Future products featuring itstru Technology will increase the opportunities for the bonding of materials that will stand up to the rigid standards of a Florscore certification. Not all products featuring itstru Technology will be certified because of wear layer considerations, but the Technology will offer opportunities never before available.

The initial itstru line is still in development and will include a variety of surfacing products ranging from turf to recycled polyester to vinyl. Many will utilize interlocking installation systems, which will require no adhesive. The possibilities are endless!

The itstru Technology enables wear layer systems without any renewable content to be transformed

into green surfacing solutions, produced with state-of-the-art equipment that requires minimal heat and reuses scrap to decrease waste. Many interior products have the potential to contribute points toward LEED certification, but since credits are based on the performance of all the products involved in a particular project, there is not one stand-alone product that can guarantee you will obtain LEED credits. It is the combination, and the weight of each, that is critical.

Products with itstru Technology will truly be flooring for the 21st Century!

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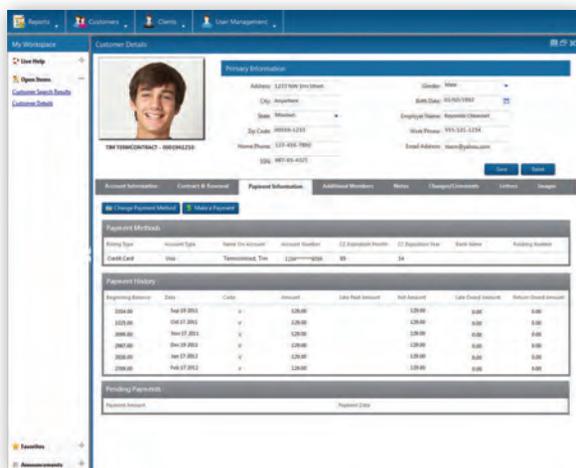
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Can you remember the last time an “auto attendant” made you smile?

I doubt most of you can, unless something about their lack of direction caused you to laugh in mockery. With the new standard of waiting 10 minutes or more “to be directed to the right agent,” and punching several numbers (sometimes random pound and star signs to trick the system) into your phone, Affiliated Acceptance Corporation (AAC)’s real-person reception is a breath of fresh air. The best part – they actually care!

“When I call [AAC], it’s like I’m talking to a good friend; they’re more than just another service company. **AAC truly goes above and beyond in everything they do!**”

Clay Eiting, *Ghost Town Fitness Center*

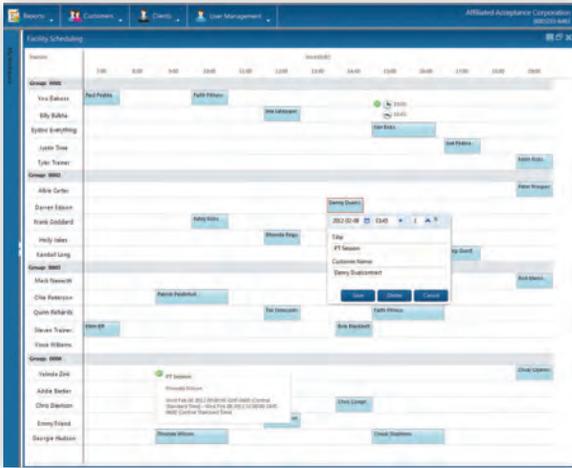


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Whether you run a small studio or a national multi-facility brand, the one thing you can count on is AAC’s ability to make your day a little brighter (*and life a little easier*). AAC is a full service software, customer service, billing and collections company and does not discriminate based on the number of locations you have or how many accounts you are billing.

Christopher Schuk, President of Ultra Body Fitness, has recently stated “Affiliated Acceptance Corporation, in our opinion, is a five-star organization in a very competitive class of software and billing companies. We’ve had the pleasure of using AAC’s services for almost 6 years and we couldn’t be happier. Their willingness to work with us in implementing systems to streamline our business has not only been financially beneficial, but has also given us the ability to continue to grow and

provide services to over 60 facilities nationwide. AAC has a wonderful client support team who go out of their way to ensure we are getting what we need. Most impressive, however, is the professionalism and integrity in which AAC operates. They respect the confidentiality of each client and treat us as if we are their only client. We thank AAC for being our partner.”



Easy-to-use Scheduling

With a variety of services and packages to choose from, AAC's highly trained customer service specialists cover the tasks that allow you the time and energy to focus on what matters most – your customers. They handle anything from full service billing and collections to customer questions and account changes. And, if you'd rather handle those tasks on your own, their business management software can be utilized to streamline your club operations with intuitive one or two click access to functions like scheduling, check-in, member history and payment processing.

efficient. With access to cutting-edge software, flexible process automation and a dedicated, highly trained staff, we ensure no one feels like just a number. "

AAC's Director of Marketing, Todd Kelley, proclaims "We understand the challenges that owners and staff face when running a facility or club. Our services focus around our clients with one goal in mind – making their daily operations more

Your simple solution to success.

Simple Operations. Their health club and personal training software allow for easy check in, member profiling, point of sale, trainer commissions and a wide array of reporting options to say the least (A little secret... AAC is coming out with a revamped, web-based version of their current software – expected to released summer of 2012 – along with business and member mobile applications to compliment busy schedules).



All-new Customer Mobile Application

Simple Profits. Not only can customers purchase memberships and packages online, but AAC's dedicated staff works around the clock to keep your accounts current – and if there is a need for collections, they will handle that too! This is a no-brainer for any club owner as it's been proven to increase cash flow, free up your staff and reduce overall costs associated with debt collection.

"Prior to working with AAC, I was with another billing company for 15 years. **AAC has given back my faith in billing companies.** In just the past year their services have allowed me to double my monthly EFT income - in today's economy!"

Denny Finnearty, Universal Fitness & Training

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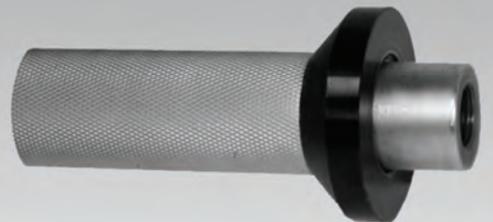
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Since being introduced to the Fitwall® I knew its application in the fitness industry had the potential to be game changing. As a practicing doctor and exercise physiologist, no other fitness product to my knowledge currently has the ability to perform exercise while vertically suspending your own body weight with proper and required geometry and protocols to deliver the results the FitWall® is able to deliver, with its patent pending systems and protocols. In other words, FitWall® is great for sports specific and general fitness, but how about in a rehabilitation type setting, working with injured patients and not the able bodied fitness buffs and enthusiasts?

In general, as it is fairly well known, but much less talked about, the most common rehabilitation protocols (active therapy) are borrowed from the fitness world and made applicable to healing injured tissue. The FitWall® is interesting in the fact that the exercises performed are done so while vertically attached by one's own limbs, encouraging greater muscle activation and concomitantly decreasing the dynamic forces applicable to joint compression that so often limits the injured patient from performing ground based exercise. It has also been demonstrated from previous research that the FitWall® has the propensity and capacity to engage the autonomic nervous system to a greater extent when compared to ground based exercise in general. So what does all this mean? Further studies are being done, but it does appear that using the FitWall® when performing FitWall® exercise based rehabilitation therapy can effectively allow an individual to exercise injured muscle tissue without adding to the ill-effects of joint compression and subsequent effects of increased pain that ground based exercise can often contribute to with an ailing patient.

Take a patient with a history of lumbar spine pain for example, be it a strain or sprain type injury or something much



Kickback

more serious as an annular tear in the lumbar disc with the potential for prolapse. Appropriate exercises specific to the lumbar spine and associated core musculature (that is so often discussed in rehab circles) have always been paramount to functional recovery. Up till now, the types of exercises that have most often been prescribed had looked to engage the core musculature including the transverse abdominals, lumbar paraspinals, multifidus and oblique muscles to name a few. They have always consisted of ground-based, horizontally performed exercises that often added to increased compressive forces and stresses on the joints of the lumbar spine. In other words, the very ground based exercises designed to assist a patient in decreasing their pain were in fact placing undue, increased



Photos left to right: 3 year boy and 2 year girl, senior 76 years old, CSU (California) group training session.

stresses and compressive forces on the facet joints of the lumbar spine creating the potential for increased damage to the passive tissues and delaying recovery. What if we could strengthen the musculature of the lumbar spine and its associated muscles in a more efficient, effective and safer manner? What if we could perform exercises required to improve strength and endurance of the muscles of the lumbar spine without the added detrimental effects of increased spinal joint compression? These questions are easily answered through the use of the FitWall and its protocols!

FitWall's design allows the user to recruit a greater number of working muscles without adding to the ill-effects of joint compression. Given a lumbar spine injury, for example, this would be beneficial for the user to strengthen their muscles while being joint sparring at the same time. Further research is being done, but early case studies and anecdotal reports from back pain patients have demonstrated positive results. At the current time, FitWall appears to be the only apparatus that allows us to directly affect the lumbar spine and core musculature without adding to the compressive forces on the joints and discs of the lumbar spine when compared to conventional ground based exercise.

We have all heard the adage, "Use it or lose", and today we surely understand the importance of regular exercise and the health benefits derived from engaging in physical activity. As a proponent of being active, I regularly instill in my patients to be as active as possible for the health benefits almost always outweigh the risks. But what are the risks of physical activity? Barring complete contraindications and/or red flags to exercise for specific special populations who's discussion is beyond the scope of this article, exercise, in general, has the propensity overall to increase wear and tear on our joints. Regular exercise can increase the shear and compressive forces on our joints that can aggravate underlying conditions such as degenerative osteoarthritis. Navigating osteoarthritic patients to engage in a more active lifestyle can sometimes be a futile experience for clinicians as the very exercises we prescribe can very well aggravate the underlying conditions we are trying to get our patients relief from. FitWall can now provide these same patients an effective exercise regimen without the added joint stresses that so often lead to pain associated with traditional and ground based activity in these individuals.

We already understand the FitWall and its protocols provide the user with an all-around more efficient exercise program through the recruitment of a greater percentage of working muscle at one

time, thus greatly increasing the intensity and effectiveness of the workout. But what should not be underestimated is how this increase in muscle activation is achieved while at the same time decompressing, or, minimizing the compressive forces acting across the working joints. Not only can the FitWall® provide superior fitness results in a shorter time for an individual, but it appears to be safer than the traditional ground based exercises that so many fitness enthusiasts have become accustomed to.

So what does it all mean? Whether you're an athlete with specific performance goals, an elderly person with underlying degenerative disease, an individual with acute and/or chronic pain, or if you are just a fitness enthusiast looking for a more effective, high intensity workout, FitWall® is for you! FitWall® does not discriminate; its science based protocols can be tailored to any specific population and still provide you with the health or fitness goals you are seeking to achieve. Be it an increase in muscular strength or endurance, improved balance and coordination, decreasing pain, or improving overall health, the exercise protocols designed for the FitWall® have the capability to achieve one's desired goals. In short, the FitWall® is dynamic, specific, and far more effective as an exercise modality than anything seen in the market today. It is a paradigm shift from conventional exercise, and it has to be tried to be understood.

The capabilities of the FitWall® in its design, together with the exercise protocols specifically designed for its use, allows for a greater recruitment of working muscles, decompression of articular joints and a greater activation of the autonomic nervous system. The benefits from its use should be motivation for all health practitioners to educate themselves about what FitWall® can offer their patients and clients.

Why would you wait to lose function or need extraordinary performance to use the FitWall®, when you can enjoy the benefits of a safe and truly sustainable exercise modality that can stabilize and maintain joints, and possibly prevent injury while improving any level of conditioning at any age? The very young can use the FitWall® intensely with no threat to the growth plate, the extreme athlete and soldier can perform better, and the senior that wants to walk without the cane or walker can enjoy the FitWall® and its protocols. Decompress, align, and stabilize core and joints while at the same time doing highly efficient cardio, endurance and strength training, saving a tremendous amount of valuable time and long term physiological abuse.

In addition, the FitWall® was found to have a unique effect on the nervous system like no other exercise modality. Polar Electro Inc., the world leader in heart rate monitoring has

proprietary technology that monitors the parasympathetic and sympathetic nervous system. And with this technology it was found that the protocols used on the FitWall® has an autonomic response likened to the 'Flight-or-Fight' response which hyper stimulates the nervous system and involuntarily activates all the muscles in your body, instantly, without increasing the heart rate. This neurological phenomenon, as Sharron Warren of Polar referred to it, could have tremendous benefits both physically and cognitively for the young and the old, and could be used to train the sympathetic reaction under stress, and be particularly beneficial for law enforcement and defence applications.

Sharron Warren stated "FitWall® is a revolutionary way of getting a high intensity total body workout in a small space and a short amount of time", she went on to say "When I was introduced to the FitWall by the owner/inventor, Doug Brendle, I was a skeptic. As he took me through a standard workout, I could feel my entire muscular system engage. My heart rate and respiration rates were increasing. It was physically challenging and I found myself competing against the wall, to master it. As I mastered one movement, Doug had another one for me to add on. It was frustrating when I had to get off the wall to rest. The intensity of the exercise truly engaged my whole body as well as my mind. The movements proved to be a fantastic total metabolic workout. I immediately wanted one in my home and workout facility." It can easily be perceived, when seeing it for the first time, that the FitWall® is just for the conditioned athlete, so it is important to note that the adjustable and progressive FitWall® protocols allow the beginner, young, old and deconditioned person to utilize the FitWall®.

Polar has since produced a specific monitoring system for

the workout through their telemetry system and will help ensure safe and effective workouts. Analyzing the data on the FitWall® Training Control System™ will ensure the user is not over or under training. FitWall® is not just another gym gimmick, it is here to stay. I foresee it used in a variety of applications from schools to corporate health."

Polar demonstrated, at the ABC Expo in Orlando this last December, to the public that without accounting for the additional caloric consumption produced by the FitWall®, in a 5 minute workout done by Polar staff member George Centeio, which consisted of 5 different FitWall® exercises done for 45 seconds each with 15 seconds rest between them for a total exercise time or 3.75 minutes burned 286 calories. It has been found that the longer the interval of exercise that the caloric expenditure is exponential on the FitWall®.

The application of the FitWall® in fitness and rehabilitation settings is more than promising, and the advancement and education of practitioners on the application of the FitWall® is imperative to our clients and patients alike for faster more effective results along with quicker recovery and longer lasting treatment effects.

For more information about the benefits of FitWall® systems, contact them with the information below.

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Clean & Green:

How Equipment Cleanliness Can Boost Your Membership Strategy

Dr. Bruce A. Sherman, Ph.D., President of GymValet®

As health and fitness clubs recover from the economic challenges of the past few years, keeping current members and attracting new members is as important a goal as ever. Take a step back, and ask yourself: What drives your club's current membership strategy? Are you the biggest club in town? The newest? Do you have the latest and greatest machines? Do you emphasize group exercise and personal training? Price? Convenience? Are you known as the club with the friendliest or most expertly trained staff?

So many points to consider. And then there's cleanliness.

Yes, cleanliness. It's something that more and more people expect from the clubs they join. Yet too many club owners and managers overlook cleanliness as a membership recruitment and retention strategy.

The good news: Their oversight offers big opportunities to clubs that adopt cleanliness as a key part of their membership strategy. In fact, I believe that clubs should use cleanliness as a primary strategy to create and maintain a good reputation. Why?

Four reasons:



It's different. In today's hugely competitive fitness industry, most clubs are likely to offer top-notch equipment, amenities and programming. Those that don't will suffer. Certainly, you need to promote the things that make your club special. But while other clubs use similar features and benefits to define who they are, take ownership of cleanliness – it will set you apart.

It's appealing. People spend time in clubs to get healthier and stronger, not to contract germs, airborne illnesses and viruses that can live and breed on dirty equipment. A facility that promotes clean practices – and uses the right kinds of products to make it easy for members to clean equipment – is an appealing place to be; a place where members want to work out.

It can truly be "Green". Environmental responsibility and sustainability are no longer just fads. Today, it's expected that businesses – health and fitness clubs included – embrace Green practices to some degree. Yet Green claims abound in the fitness industry, so raising your hand and saying "Me, too!" won't make you different. You have to prove it!

A very effective Green strategy is to deploy environmentally and economically sound cleaning and sanitizing products throughout your facility – from sturdy and long-lasting spray bottle/towel holders that attach to strength training and cardiovascular equipment, to Green-friendly sanitizing solution, to reusable and durable spray bottles/trigger sprayers and towels, and to economical hand sanitizer. You'll save money, your



members will enjoy a healthier environment, and you'll have a genuine, defensible Green strategy to promote to current and prospective members.

It will be really important in the years to come. Let's not forget, the H1N1 pandemic in 2010 demonstrated that viral transmissions are serious issues that affect people around the world, and around the corner. Staph., MRSA and other bacterial infections also are a developing (or lingering, in some cases) problem for fitness facilities everywhere.

As cases of community-spread germ and virus transmission captured (and continue to capture) media coverage, people have become more aware of transmission risks, and they've grown very concerned. At clubs around the country, though, machines still are streaked with sweat after each use because disinfectants, cleaning towels and other cleaning supplies often are inconveniently located far from the equipment itself. That's not good business in general. And if it leads to locker room chatter about dirty equipment, then you're in real trouble.

Moreover, clubs that, in the name of "cleanliness," use disposable pre-moistened wipes and/or paper towels incur hefty replenishment costs over time, while the products themselves end up in landfills and are not biodegradable – hardly an ideal Green practice. Your members see the waste; you see the expensive bottom line!

Industries change over time, and the fitness industry is no exception. People will always choose clubs based on many factors. But experts agree that cleanliness has quickly risen to the top of the list. Clubs that continue to ignore cleanliness will put their members at increased risk for illness – and leave their own reputations vulnerable. Either way, it's not worth it – especially when an easy, inexpensive and Green solution is a simple phone call or mouse click away.



About GymValet®

GymValet is the industry's #1 holder for sanitizing spray bottles and towels. It is easy-to-install and universally attachable to virtually all makes and models of exercise equipment. GymValet's multi-purpose design makes it the perfect solution for holding fitness equipment sanitizing supplies.

The GymValet makes it fast and convenient for exercisers to clean equipment before and/or after use. Equally important, it eliminates the need for high-cost disposable pre-moistened wipes and paper towels, and it creates no paper waste.

GymValet is the centerpiece of the complete GymValet Equipment Cleaning System, for health and fitness clubs, which includes spray bottles, trigger sprayers, long-lasting towels, cleaning/sanitizing solution, dilution containers and hand sanitizer.

GymValet was created by Dr. Bruce Sherman, Ph.D., an Exercise Physiologist with more than three decades of experience as a fitness center director, personal trainer, nationally ranked long distance runner and triathlete, and high school track and cross country coach. Visit www.gymvalet.com or call (866) 435-2009 ((216) 378-4298 outside of the U.S.).

GymValet

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