

NATIONAL Summer 2015 FITNESS TRADE JOURNAL

The Industry Guide for Fitness Management



**Discover Versatile
Training Solutions
with
Power Plate**

See page 6

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Discover Versatile Training Solutions with Power Plate

When Power Plate® introduced Advanced Vibration Technology™ 16 years ago, a modern fitness movement was born. Providing a low-impact, high-performance fitness solution unlike anything else available—precision-engineered and soundly proven by science—Power Plate enabled elite competitors, recovering athletes and everyone else to harness and achieve their maximum physical potential.

Today, Power Plate still shakes up fitness. Whether you're looking to boost group fitness class participation, quicken rehab client recovery or take your team to the championships—Power Plate has the right solution for your facility.

But first, some science. With a surface plate that delivers harmonic vibration to the body, Power Plate's patented advanced vibration technology stimulates a natural physiological reflex. In as little as 30 minutes, this reflex effectively burns fat, tones muscle, improves balance, and boosts strength. In less time than your daily commute, Power Plate delivers a complete workout comprising stretch, balance, core, strength and massage. Moreover, more than 200 scientific studies prove the technology. So one question remains: Which Power Plate solution is right for you?



Power Plate pro6+™: Group Fitness Greatness Achieved

The Power Plate pro6+ is the first whole-body vibration system designed expressly for group fitness. Studies show that gym members exercise longer with friends—and what better way to forge their fitness success than with Power Plate! Combining the fun and proven efficacy of vibration training, the Power Plate pro6+ offers club operators an engaging way to profit from the growing group fitness trend.

“Not only are our fittest guys blown away by how Power Plate enhances their training, but the technology has opened new markets for us, and helped us attract new clientele,” said Victor Verhage of XSport Fitness. “We have clients who joined

our club specifically because we have

Power Plate. I've never seen that happen with any other technology.

“Often, these new clients are people with physical or medical limitations,” Victor continues.

“Power Plate is the safest and most efficient way

for them to get started, and to feel a difference they couldn't accomplish otherwise.”

Even celebrities favor Power Plate, including such stars as Mark Wahlberg, Courtney Cox, Clint Eastwood, Cindy Crawford, Sting and Madonna. Their Power Plate passion most likely is linked to its proven health and wellness benefits, from strength and balance, to flexibility and weight loss, to pain management and stress reduction. Research also shows that Power Plate's reflex response stimulates the body's natural production of regenerative growth hormones, helping repair tissue, grow muscle, activate the brain, and boost energy. It's no wonder

physicians and medical professionals worldwide use Power Plate to treat symptoms of conditions like multiple sclerosis, cerebral palsy and cystic fibrosis, as well as to manage chronic ailments like diabetes, obesity and osteoporosis.

Power Plate pro5HP™: Helping Top Athletes Reach Their Peak

Performance Health Systems, LLC, maker of the pro6+ and all Power Plate solutions, recently released the redesigned Power Plate pro5HP for elite athletes. Featuring a larger platform and unique columnless design—which



together accommodate 360-degree motion and easy integration with cross-training equipment—the pro5HP allows athletes to utilize Power Plate's advanced vibration technology and achieve a full range of static, dynamic and plyometric exercises.

“The avenues with Power Plate are endless,” said Yancy McNight, director of football strength and conditioning for Iowa State University. “Once our athletes do it, they're hooked—and they want Power Plate daily: pre-workout, between workouts and post-workout.

“Power Plate also allows us to take some of the barbell-loaded weight off a guy's back, especially in-season. Power Plate allows us to [avoid] putting the player in a compromising situation.” These raves aren't limited to U.S. athletes. Worldwide, more than 100 professional and Olympic sports teams, plus dozens of collegiate sports organizations, train on Power Plate to enhance performance and recovery, as do professional golfers like Lee Westwood and Jesper Parnevek—and tennis stars Serena Williams and Rafael Nadal.

Power Plate pro7 HC™: Taking Healthcare to New Heights

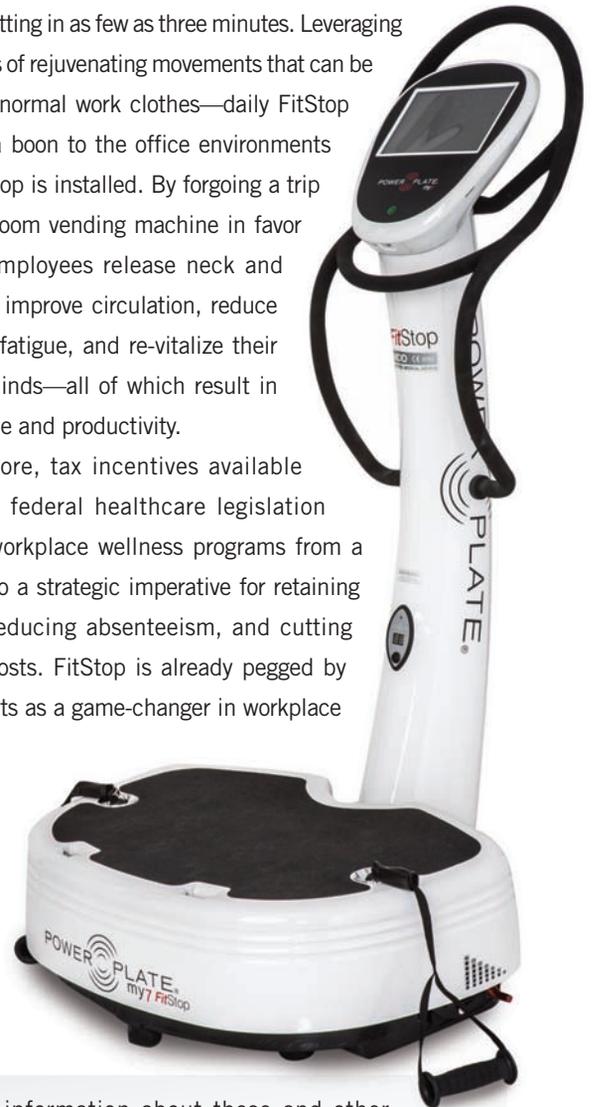
For healthcare facilities, the new Power Plate pro7HC is the first commercial vibration therapy machine designed for the needs of medical and wellness professionals. Interactive videos on the pro7HC's built-in LCD touchscreen walk patients and therapists through specific workouts to alleviate muscle and joint pain,

improve circulation and enhance flexibility. Moreover, the pro7HC is designed to address conditional symptoms related to multiple sclerosis, cerebral palsy and hypertension. Each video, combined with mechanisms for real-time patient progress and feedback, allow patients themselves to take an active, committed role in their recovery.

Power Plate FitStop™: Elevating Workplace Wellness

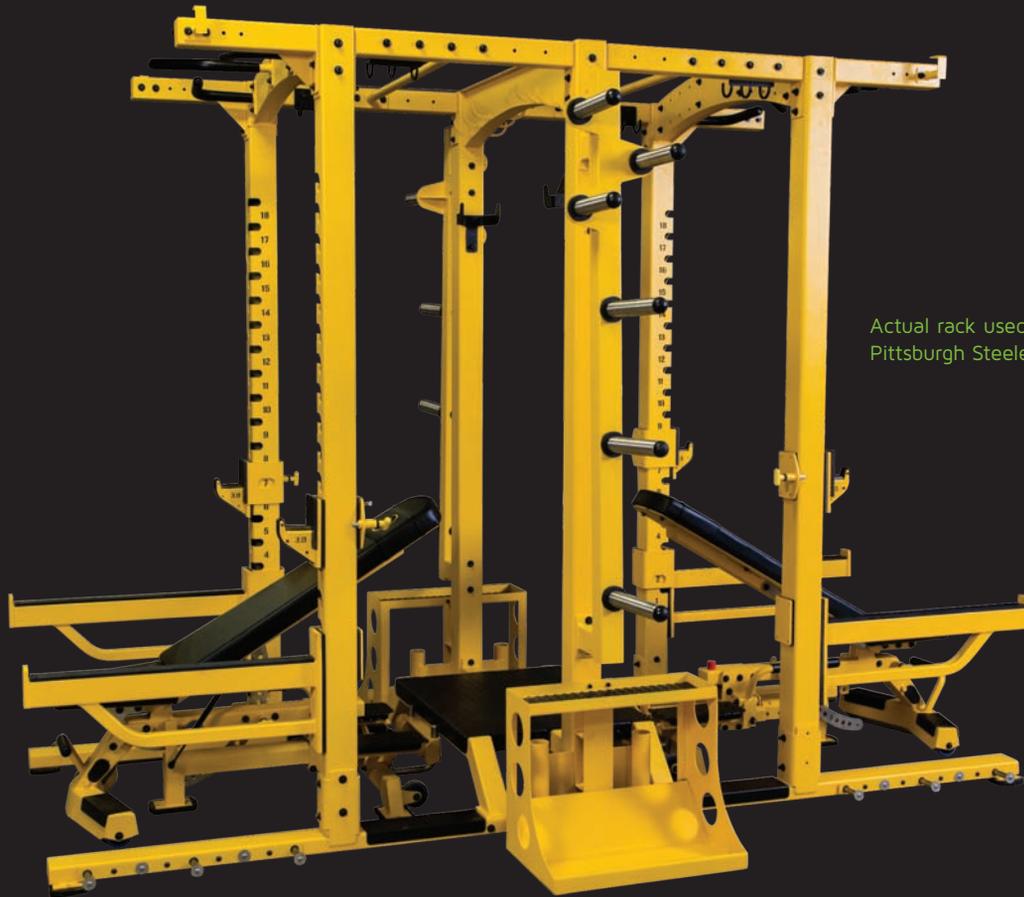
Without question, a major societal healthcare burden is the unprecedented level of inactivity fostered by a highly sedentary lifestyle. That said, Power Plate's newest fitness frontier is the workplace. Launched this March, FitStop reduces the effects of prolonged sitting in as few as three minutes. Leveraging a simple series of rejuvenating movements that can be performed in normal work clothes—daily FitStop sessions are a boon to the office environments in which FitStop is installed. By forgoing a trip to the break room vending machine in favor of FitStop, employees release neck and back tension, improve circulation, reduce stiffness and fatigue, and re-vitalize their bodies and minds—all of which result in boosted morale and productivity.

What's more, tax incentives available under recent federal healthcare legislation are shifting workplace wellness programs from a “nice extra” to a strategic imperative for retaining employees, reducing absenteeism, and cutting health care costs. FitStop is already pegged by industry experts as a game-changer in workplace wellness.



For more information about these and other Power Plate products, visit powerplate.com, or call 877-87-PLATE.

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True Fitness Expands Its Cardio Line Up

TRUE Fitness, known for quality, cardio equipment for over 34 years is expanding its product offerings with the new TRUE Traverse lateral trainer and the TRUE Spectrum.

With the side-to-side motion of the TRUE Traverse, users will get a workout like no other -- sculpting their core and lower body better than any elliptical or other cardio fitness piece on the market. Manufactured with the same, high-quality and craftsmanship that TRUE is known for in the fitness industry, the TRUE Traverse is the first in the HIT Series line of product for TRUE, focusing on High Intensity Training.

The TRUE Traverse provides a smooth motion for a better workout in less time. With unique programming features, such as the Skate and Ski workout, users will activate more muscle groups than on other cardio machines.

Unlike traditional cardio products that train you front to back, in the sagittal plane, the TRUE Traverse trains you in multiple planes. It is as close to 3D training as you can get. This is important to the user, and to anyone training them on this piece of equipment. Not only does the TRUE Travers train all of the muscles that a traditional cardio product, such as an elliptical cross-trainer does, but it also creates radically more muscle activation. Studies have shown that lateral training activates muscles up to 44% more than the traditional machines and in numerous muscle groups, including core, low back, inner/outer thigh, and glutes.

Research also shows that a lateral training motion creates flexibility and mobility in the lumbar area as well as entire pelvic girdle, while simultaneously strengthens the obliques, abdominals, and spinal erectors.

Like all TRUE products, heart rate control training is an important part of any user's training. TRUE has been a pioneer in the heart rate control arena for the fitness industry, and that continues with the TRUE Traverse. Lateral training, such as that achieved on the TRUE Traverse, gets the users to their target heart rate 23% more effectively than on a traditional elliptical.

The Most Versatile Cardio Machine on the Market

The second machine that will be introduced as part of the TRUE HIT series is the TRUE Spectrum, a machine taking ellipticals to a whole new level. The TRUE Spectrum is a stepper, elliptical and runner all in one machine. The TRUE Spectrum provides versatility for every user with one-inch stride adjustments from 13-inches to 30-inches, providing a comprehensive total-body workout unlike any other.



With quick keys, users can go from a stepping motion to a full-stride running motion in the push of a button, to work out a variety of muscle groups in one cardio session. With this High Intensity Training machine, TRUE is revolutionizing the cardio market. Like the TRUE Traverse, and all TRUE cardio machines, the TRUE Spectrum is manufactured with the highest quality components and rigorous testing that TRUE is known for in the industry.

The TRUE Spectrum will also feature its own version of TRUE's total-body workout, Cardio 360. This workout is like a personal trainer built in to the machine. It will walk users through a twenty-minute total-body workout that is always changing, to ensure the user is engaged each and every time they come back to the machine.

About TRUE Fitness

TRUE Fitness has been designing and building premium fitness equipment for performance-driven individuals for over thirty-four years. TRUE equipment is modeled by, and for, athletes, advanced and engineered with the same exacting focus,

determination, and competitive spirit. To own a TRUE product is to recognize a higher level of performance. TRUE equipment faces relentless and systematic life testing, which results in smooth and quiet quality, built to withstand the strenuous demands of the commercial fitness environment.

For more information on the all-new TRUE Traverse and TRUE Spectrum, and other TRUE Fitness products, visit www.truefitness.com or call 1.800.426.6570. Connect with us on Facebook, Twitter, YouTube and LinkedIn.



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Reach New Fitness Heights with Trekking™ *Total Treadmill Training*

Star Trac is reinvigorating members' love of treadmills with Trekking™ total treadmill training.

Developed by fitness professionals and personal trainers for walkers and runners of all levels, Trekking teaches people to understand the correlation between Rate of Perceived Exertion (RPE) and heart rate training zones in order to get real results.

In a small group setting right on the cardio deck, elite athletes and novice walkers and runners can work out side-by-side as trainers alter both incline and speed to maximize calorie burn. Because the workout is catered to each individual participant, there is ultimate customization and motivation, helping exercisers of any level achieve their specific fitness goals.

Best of all, members who participate in Trekking get a better understanding of the unique programs, entertainment options, and training tools that Star Trac treadmills offer to help them achieve results so that they can use the equipment to its fullest potential outside of class instead of relying on the "quick start" button.

How It Works

Trekking leverages the undeniable popularity of treadmills by focusing on results that matter most to exercisers like improved endurance and efficient calorie burn.

With Trekking, runners and walkers use incline levels and speed changes to alter the rate of perceived exertion in order to train in their target heart rate zone. As the treadmill incline increases, so too does the runner's percent of maximum heart rate. The more elite the athlete, the higher the tread incline to achieve a higher heart rate count for more of the workout session.

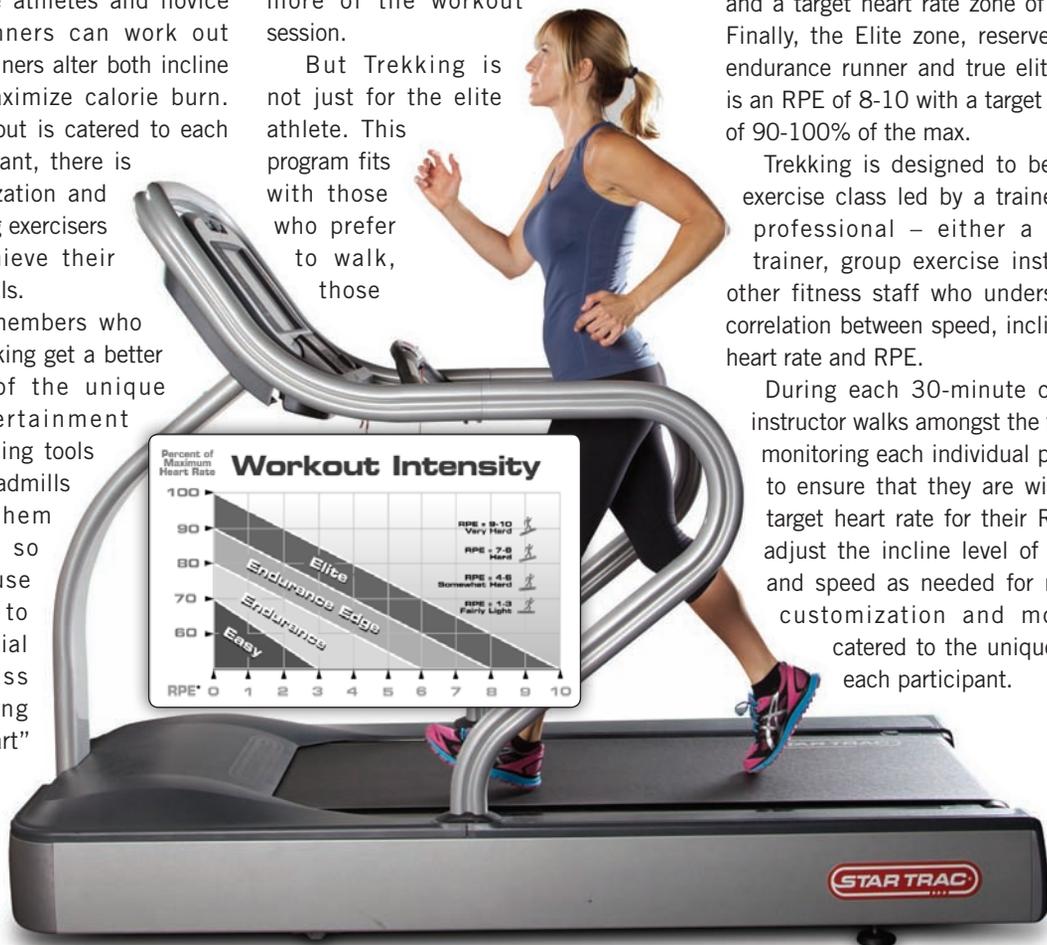
But Trekking is not just for the elite athlete. This program fits with those who prefer to walk, those

who are working their way up to becoming a runner, or for runners looking to jump to the next level. Those new to running can start at a lower RPE with minimal, if any, incline on the tread in order to maintain a target heart rate of 50-70% of their maximum rate. As a runner's endurance increases or their goals change, they increase the incline and speed, which increases the RPE, putting them in a higher target heart rate zone.

In all, there are four levels of RPE in the Trekking program. Easy is the starting point with little-to-no incline and a target heart rate of 50-70% of the maximum. Endurance has an RPE of 3-6 with a target of 70-80% of the maximum heart rate. For those athletes looking to challenge their fitness levels, Endurance Edge has an RPE of 6-8 and a target heart rate zone of 80-90%. Finally, the Elite zone, reserved for the endurance runner and true elite athlete, is an RPE of 8-10 with a target heart rate of 90-100% of the max.

Trekking is designed to be a group exercise class led by a trained fitness professional – either a personal trainer, group exercise instructor or other fitness staff who understand the correlation between speed, incline, target heart rate and RPE.

During each 30-minute class, the instructor walks amongst the treadmills monitoring each individual participant to ensure that they are within their target heart rate for their RPE. They adjust the incline level of the tread and speed as needed for maximum customization and motivation catered to the unique goals of each participant.



Getting Started

Star Trac offers programming guidelines for you to offer Trekking™ in your facility on their high quality, feature rich E-TRx treadmill with elements that users have longed for. This innovative treadmill features a speed key function which allows for quick, concise changes in speed and elevation for varied terrain and intensity. Star Trac paved the way in making user-focused motivational personal fans a standard on all cardio equipment. Users will receive the luxury of exercising on Star Trac's patented deck suspension for a comfortable, low impact walk or run. Star Trac's signature full wrap-around frame design will give boost the aesthetics of any facility. The E-TRx will not only fill your Trekking classes, but keep members coming back again and again.

Star Trac can offer on-site training from a master trainer to ensure that the instructors know the ins and outs of the program. Because understanding how to customize the Trekking program for each unique individual is vital to its success, the on-site training focuses on how terrain and speed changes on the treadmills throughout a 30-minute class impact RPE and target heart rate zones for real results.

There is also a comprehensive training manual to continue the education

process long after the on-site training has occurred. The manual provides the resources necessary to train new staff on the nuances of the program as well.

Why Introduce Trekking?

Trekking is an authentic program where trainers coach participants through various terrain and speed changes on a treadmill in order to teach them how to train at intensity levels that will challenge them to achieve their goals.

Because treadmills are among the most popular pieces of cardio available in any fitness facility, most fitness centers are ready to start Trekking without investing in new equipment or additional floor space. All it requires is the time to master the Trekking program in order to get started with the first class.

Most cardio decks group similar products together, so it is likely that no rearranging of equipment or dedicated space required. Simply select the group of Star Trac treadmills on the cardio deck that will be designated for Trekking. Ensure that there is ample space to walk in between and in front of the treadmills so that instructors can monitor and adjust variables according to runners' goals. And, let members know when these treads will be used for class.

Classes are recommended to last 30 minutes at a time, which is a common time limit facilities put on cardio equipment use during peak usage hours. This time frame allows Trekking participants to get a challenging, complete and motivational workout without interrupting the normal flow of the cardio deck even during the highest traffic times. Just make sure there is appropriate signage so that members understand when the treads will be in use by the class.

Trekking can be a new group exercise class, a small group training opportunity, or a new revenue stream for truly customized running and endurance training. It spices up the programming a fitness facility offers with an exercise and a product that are already proven to be popular and enduring. That means no investing in passing fitness fads or expensive equipment that might be abandoned before an owner recuperates their investment.

Teach members to get beyond a "quick start" workout. Trekking focuses on education – educating members on the features of the treadmill, how to customize their workout for improved results, and what the feedback data means to their individual plan. This means members will see real fitness results using existing equipment, maximizing an owner's product investment and improving customer satisfaction with the existing product offering.

When time is tight, members want to maximize their efforts. Trekking teaches them to do just that; walk, run and Trek towards fitness goals with a program that is as time-efficient as it is effective in achieving goals.

Make every stride count towards better fitness with unique classes that leverage existing equipment with Trekking.

For more information on the Trekking program or the E-TRx contact Star Trac at 877-782-7872 or email sales@startrac.com.



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By an Athlete For an Athlete

Yes, Andre Agassi is more than just tennis! Throughout his illustrious 20 year professional tennis career, Andre had a secret weapon unbeknownst to his competitors. The secret weapon was a brilliant trainer by the name of Gil Reyes who knew that the strength equipment of their time was not suited to meet their specific needs. With that knowledge, Reyes proceeded to invent machines with the goal of increasing the efficiency of Andre's workouts all the while ensuring Andre was protected from injury.

Strength and conditioning were always one of Andre's competitive advantages. From the time they began working together in 1990, Andre and Gil's focus was on making the young phenom stronger. With the rigorous demands of life on the professional tennis circuit they knew they had small windows of training time between tournaments to make these gains. Training sessions required equipment that could increase the efficiency and focus of each workout. Reyes took it upon himself to one by one, develop a circuit of innovative performance equipment that could provide them with the tools necessary to excel on the tennis court while minimizing the risk of injury. The results speak for themselves:

8 Grand Slams
1 Olympic Gold Medal
60 ATP Tournament Wins



The testament to the work that Andre and Gil put into these workouts is evident by the fact that the major hardware won by Andre throughout his career still reside in the very place he believes he won those championships, Reyes's gym.....

In 2012 Andre Agassi and Gil Reyes launched BILT by Agassi & Reyes with the goal of offering an innovative, effective, and safe method to Train Like An Athlete on their custom designed line of Performance Equipment. The Performance Circuit is built for productivity with high intensity muscle isolation to safely build Strength and Power while minimizing risk to injury.

"I believe the heart of a champion beats inside every individual. Whether it's setting a personal best or holding up an MVP trophy, BILT by Agassi & Reyes offers everyone the chance to be better today than yesterday."

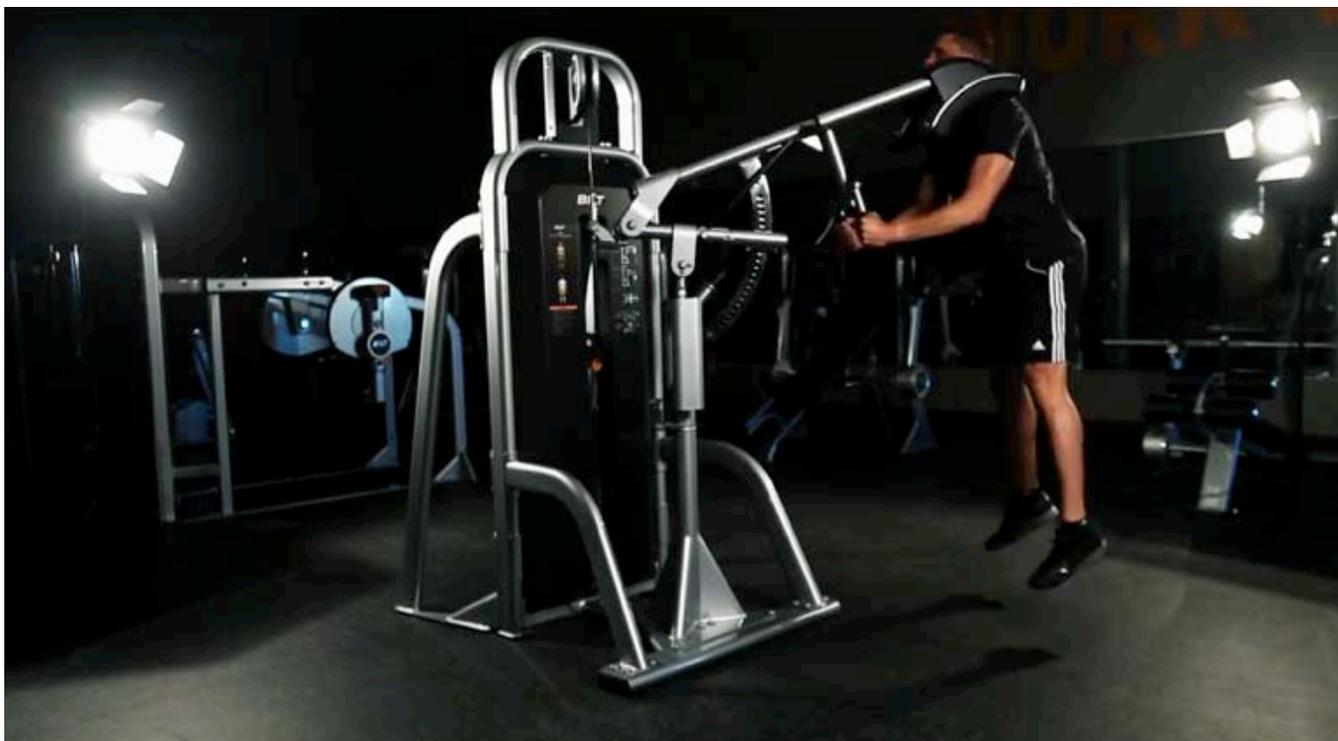
Are you missing opportunities outside of Traditional Fitness to access NEW MEMBERS?

Do you have Members Looking elsewhere to escape Conventional Workouts?

Performance training helps athletes become Faster, Stronger, and more Coordinated. It can assist members who are looking to increase their Speed, Power, Agility, and Balance regardless of age, sport, or training background. It doesn't matter if you're a weekend warrior or a recreational athlete that enjoys competing at a high level, this type of training is fast becoming extremely popular at facilities across the country.

Performance training programs can help;

- Reduce the potential for injury
- Increase flexibility, strength, power, coordination and balance
- Reduce body fat and increase lean muscle to increase general overall fitness level
- Allow an athlete to enjoy his/her sport for many years reducing their chances of injury
- Members that are pressed for time in today's fast moving culture, desire a workout that counts in a short period of time. They need equipment that is built to make you stronger in the safest way possible and to make you most efficient in the use of your time.



BILT by Agassi & Reyes has defined a new era of sports performance training. Gil Reyes has designed machines to move the way Athletes move. It changes the way we look at the fitness industry and creates new standards to movement.

Kusha Karvandi, General Manager at Fit Athletic Club in San Diego, California states “due to the simplicity and athletic application, it has become a cornerstone in our training programs at the club”.

Our Award Winning COD is a unique combination of weight resistance and movement. The ability to perform squatting/knee bend movements along with lateral movements such as side steps, shuffle steps or skip steps, is innovative and exciting. Designed and created to exercise the lower body in a comprehensive and dynamic manner for athletic movements as well as functional rehab solutions.

J Morgan, Fitness and Aquatics Director at the Evelyn Rubenstein JCC in Houston tell us “the COD is the most diverse piece of equipment we have! It is functional enough for our entire membership from beginner teens to our senior population as well as athletes who train at our facility. We also utilize it in many of our circuit training classes”

Reyes was searching for a way to advance Agassi's conditioning program without the jarring force presented by many exercise methods, principally squats, which Reyes says

“are the best lower-body workout, and also the worst lower-body workout if done incorrectly.”

Crucial to its design is that the machine is ergonomically dexterous, meaning you can move in most any direction with any measure of weight building muscle strength throughout your body. The user's posture is natural, not forced by an unyielding resistance of weights stacked on a bar.

A spring enhanced weight stack allows for variable weight distribution during the workout. It's known as the “tensorflex principal,” allowing variable resistance for a more efficient exercise routine throughout both the concentric and eccentric phases. The strain on the back and neck is reduced, and the user's motion is fluid — the lateral and vertical movement does bring to mind a tennis player (say, Agassi himself) shuffling and skip-stepping across a court. It's safe, too. Acutely competitive athletes worth millions can work with the machine with scant risk of injury.

“Everyone who uses it, from all different sports, says the same thing,” Agassi says. “They say, ‘This was built for me.’ It's built for any sport.”

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

A woman with blonde hair, wearing a white collared shirt, a grey blazer, and a dark tie, is lifting a dumbbell. She is surrounded by splatters of brown and white paint. The background is dark with a faint grid pattern.

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*Compared to the leading club elliptical trainer

AMT Team Fit Attracts Exercisers to Small Group Training

by Erica Tillinghast, Global Education Manager at Precor

Attracting more exercisers to personal training is a challenge for nearly every fitness center. That's why Precor has been working closely with operators to create a unique program that promises to not only entice members to try personal training but make them eager for more.

Called AMT® Team Fit, this small group training program helps operators expose their already established base of cardio users to the value of personal training services. Classes are expert led and provided right on the cardio floor.

Operators begin by having a Precor Master Coach come on site to teach their trainers all about the unique training styles available on the AMT. They learn how to combine aerobic conditioning, high intensity interval training (HIIT), core stabilization and strength into effective workouts that will help their clients reach their goals.

AMT Team Fit conveniently utilizes existing equipment to improve member satisfaction while opening up a potential new source of revenue. It helps increase retention by teaching members



how to get better results from the equipment they use. It also brings independent cardio exercisers together into a community that shares the same interests.

Made Possible by the AMT

The program is based on – and makes full use of – the versatility of the Adaptive Motion Trainer® (AMT). The AMT provides a low

impact workout, and trainers can quickly adjust stride length, height, resistance and motion path of the AMT to fit any client's fitness level. With this range of adjustments, personal trainers can engage their clients in fun, results-focused workouts, they've never done before.

The Mission Valley Y in San Diego is one of the first facilities to implement AMT Team Fit for its approximately 30K members.

The AMT Team Fit program helps members and staff fully understand the capabilities of the AMT," said Alex Ciambone, Fitness Director at Mission Valley YMCA. "Members loved participating in expert-led workouts that helped them realize their fitness goals, while trainers felt more empowered by helping members experience a completely new and different workout on a unique piece of equipment."

A Course for Everyone

AMT Team Fit is ideal for traditional "cardio-only" exercisers, a notoriously difficult group to engage in training. Classes leverage their interest in cardio while introducing them to other training techniques.

For facilities that implement a fee-based model for AMT Team Fit, classes can be offered at a lower "group rate" rate than traditional 1:1 training. This helps attract cardio enthusiasts and anyone else with an interest in learning more effective workout techniques.

The program's three courses appeal to a broad variety of exercisers and can be taken sequentially or at random to jump-start or challenge an exerciser's routine.

- 'Foundations' is a great starter course for exercisers of all training levels. Students are introduced to the various styles of AMT training through fun, progressive, aerobic and regularly changing cardio experiences.

- 'HIIT' is ideal for those wanting to do high intensity interval training (HIIT). The AMT uniquely allows on the fly movement transitions in a non-impact, joint-friendly environment. This progressive program uses interval variations to facilitate performance gains and endurance improvements.

- 'Boot Camp' integrates upper and lower body strength movements with AMT intervals. The workout focuses on individual and team challenges, helping engage exercisers in regular goal-setting.

Easy Start-up

Through AMT Team Fit, trainers earn Continuing Education Credits (CEC), approved by both the American Council on Exercise (ACE) and the Cooper Institute, to help maintain their personal training credentials.

Classes require 4-6 AMTs and deliver a number of immediate benefits. The high-energy courses draw the attention of others, creating interest in the unique workouts on the AMT, the classes and the instructors. This differentiates an operator's cardio floor from the competition while communicating that the facility makes investments to help exercisers to get the most out of their workouts.

Over time, operators will discover AMT Team

Fit helps fitness professionals engage a wider group of exercisers to grow their client base year-round. With increased user enjoyment and results, operators can expect improved member retention and satisfaction.



For more information call (800) 786-8404, your local Precor sales representative, or visit <http://www.precor.com/en-us/coaching-center/amt-team-fit>.



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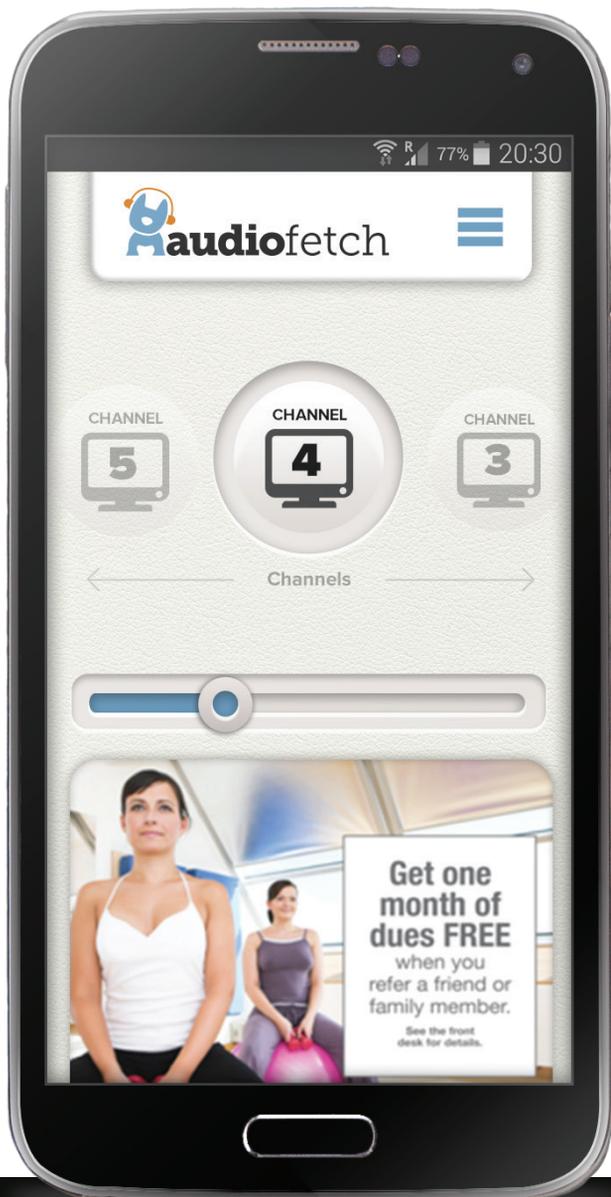
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Cascade Creates A Buzz With New Recumbent Group Exercise Bike

“Just think of all the fitness enthusiasts who use recumbent exercise bikes but don’t take classes because they find upright bikes too uncomfortable and hard to use. Now there’s a new way to get these members excited about group cycling.”

A Break Through Product Design

The new Cascade CMXRT is the first recumbent exercise bike which can be used effectively for group cycling classes. The CMXRT innovation is a fixed gear design that creates a smooth pedal stroke with 16 levels of magnetic resistance that can be easily adjusted by users to be compatible with performance driven indoor classes.

Using the CMXRT manual/spinmode setting, traditional cycling class components like hill climbs, interval training, and cardiovascular measurement can all be accomplished by recumbent cyclists – letting them enjoy the fun, energy and camaraderie of group cycling.



A Big Thumbs Up At IHRSA

John Macgowan, who writes a cycling instructor blog, posted “As I walked past the IHRSA display I did a double take and then it hit me, there’s a huge population of people who are intimidated by the skinny, little seats on Indoor Cycles. Obese/overweight people for starters and you can’t forget seniors. Together they make up a sizable demographic that we are completely missing. They’re two groups who would really benefit from the comfort of riding on a recumbent, with its large seat and easy to step through design.”

The CMXRT is also great for rehab use – as resistance can be set at a very low speed (less than 10 RPM). Outside of group exercise classes, traditional recumbent bike users find the new CMXRT adjustable seat extremely comfortable. Smooth, quiet



bi-directional resistance also lets cyclists pedal forward and backwards throughout the whole 360-degree pedal stroke for a more effective workout.

Exceptional Indoor Group Cycling Bikes

The CMXRT is the next new product innovation in the Cascade family of indoor exercise bikes. Designed with smooth magnetic resistance systems, CMXPro bikes set a new standard for exceptional value and performance.

CEO John Post says it is clear that, magnetic resistance delivers much better customer satisfaction than bikes with other resistance systems. “Especially in a fitness facility, maintaining indoor group exercise bikes can be a real challenge,” says John. “With magnetic resistance, you get an extremely smooth and quiet ride, with no moving parts for wear and tear. Cascade CMXPRO group exercise bikes offer our customers exceptional performance, durability, and value.”

Certified for commercial use, there are two new CMXPRO models – the standard CMXPRO and the CMXPRO POWER – that features an advanced SMARTECH console and includes SPD pedals, and a HR monitor/strap. With 16 Levels of adjustable resistance, SMARTECH lets users train with feedback – measuring watts, heart rate, level of resistance, speed, cadence, calories, time and distance.

Other attractive features of all CMXPRO models include four way adjustable seats and multi-position handlebars, a precision balanced belt driven flywheel, a narrower Q factor, improved corrosion resistance, rear molded stretch pads and dual water bottle holders.

New Cascade CMXERG+ Ergometer Is Great For Rehab

Cascade has also introduced a new high quality ergometer at an affordable price. The portable self-powered CMXERG+ has 8 levels of smooth, whisper quiet magnetic resistance. The console provides key feedback including calories, time, speed and distance. Adjustable length cranks rotate both ways to maximize



rehabilitation effectiveness.

The CMXERG+ can be used for rehab from a variety of injuries or disabilities, for low impact exercise programs, and as an upper body cardio workout. Plus, users can also use the CMXERG+ for leg exercises with the optional indoor cycling pedals.

Cascade - A New Brand With A Remarkable Legacy

Cascade has a long legacy of management experience in producing high quality innovative fitness equipment. President John Post and VP John Kennedy both worked at StairMaster, where one of their success stories was introducing the first LeMond RevMaster group cycling bike. John Post went on to found LeMond Fitness, where he served as company President and CEO for 8 years – with John Kennedy as a key senior manager in helping create this successful brand and product line. In 2012, Cascade Health and Fitness was founded to continue this legacy of fitness innovation.

A Focus On Indoor Cycling Products And Putting Customers First

In this highly competitive market, Cascade’s unique area of expertise remains years of experience in the development of high quality, high performing commercial grade indoor group cycling and exercise bikes. In this regard, the manufacturing facility Cascade relies upon as produced over 750,000 group cycles. This continuity in both management and suppliers is why customers can trust Cascade to make long lasting products they can depend upon.

As a smaller company, Cascade is also able to go the extra mile. When you work with Cascade, you are working with the principles that often answer the phone directly and follow up personally to troubleshoot any question or concern. Plus, Cascade is able to offer another key benefit to customers – great product value.

With less overhead, Cascade fitness products are usually priced lower than competitors.

For more information, visit www.cascadebiketrainers.com or contact John Kennedy 855-402-4062 x 105 j.kennedy@cascadehealthandfitness.com.

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Green Series Fitness is changing the way the industry does business.

It's no secret that the fitness industry has struggled to deliver great products without sacrificing great customer service. Four to six weeks lead times or longer on equipment and parts have become the norm. Returned phone calls and emails can take days and on-hold times with customer service can seem like a lifetime. Fortunately, there's a relatively small, but fast growing company based in Fort Wayne, Indiana that is changing the game.

Green Series Fitness was born from a need to provide high-quality products coupled with unprecedented customer service and support. It's this rare combination that is driving double-digit growth for the fledgling company that was unknown just a couple of years ago.

It's a simple formula to success that has many industry insiders taking notice.



New 8000 Series Treadmill

THE GREEN SERIES FITNESS DIFFERENCE

PRODUCTS:

- ✓ Durable, efficient and innovative
- ✓ High-efficiency motors and drive systems
- ✓ High-quality, full commercial components manufactured by industry leaders
- ✓ Non-intimidating, user-friendly controls and features
- ✓ Easy-to-install and service
- ✓ Lower cost-of-ownership
- ✓ Longer and smarter warranty protection

CUSTOMER SERVICE:

- ✓ Phones are answered by knowledgeable, inside sales and service representatives
- ✓ Orders placed by noon (EST) can ship the same day on most products
- ✓ Dedicated project managers who coordinate and communicate all deliveries
- ✓ Experienced service and warranty technicians who respond quickly and accurately
- ✓ Large U.S. based inventory of equipment and parts
- ✓ Ongoing, honest and responsive communication and collaboration



New 8000 Series Suspension Elliptical



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SETTING NEW STANDARDS FOR INNOVATION, EFFICIENCY AND DURABILITY

Early in 2014, we introduced our third generation of the Green Series cardio equipment, featuring innovative components, unsurpassed durability and some of the most energy-efficient products in the industry.

Innovation is the catalyst for everything we do. It equals a commitment to our users. From our new 8000 Series touch screens with Virtual Connect™ first-person, forward-motion videos to easily accessible speed and elevation shifters, we're committed to improving the user experience. Innovation, it drives our company and it's molded into every piece of equipment we produce.

Operating at nearly 90 percent efficiency and using up to 50 percent less electricity, Green Series treadmills feature energy-efficient motors. However, motor efficiency accounts for only 20 percent of the overall treadmill efficiency. The drive-motor controller, running-belt efficiency, belt-lubricant efficiency and deck efficiency account for the remaining 80 percent.

After years of research and development, countless power-consumption tests, and partnering with the leading motor, motor-controller, deck and belt manufacturers in the world, we have developed the most durable and efficient treadmills in the industry. Green Series machines are efficient sure, but more than that, they are powerfully efficient with higher torque. And, we don't stop with the motors. We've also designed our embedded touch screens with TVs to minimize the amount of electricity needed to power them, lowering the total power consumption across all products.

It's one thing to say your products are reliable, it's another to prove it. Built with less plastic and more metal, Green Series products are rock solid. Our innovative warranty protection is a testament to the durability of our products. But, durability is about much more than providing a great warranty. It's about performance under pressure. That's why we went to great lengths to evaluate and assess the products in some of the most demanding proving grounds, including the U.S. Military.

Last year, Green Series was put to the test at the U.S. Marine Corps training facility at Camp Lejeune in Jacksonville, North Carolina. After months of heavy use, often by military personnel running at high speeds with weighted backpacks, Green Series equipment performed impeccably. In fact, Green Series performed as well or better than many of the most recognized names in the industry costing upwards of 50% more. Since then, Green Series equipment has been approved for military use and installed in several U.S. bases throughout the world.

WHAT'S GREEN ABOUT GREEN SERIES?

As attention to the importance of environmental sustainability grows, so does the demand for eco-friendly products. Google "Going Green" and you will get more than 465 million results. And, it's estimated that over \$300 billion is spent annually on Green products and services.

For Green Series Fitness, our commitment to Green means implementing business processes and practices that protect our environment, reduce the carbon footprint and minimize the amount of energy required to manufacture and operate our equipment.

- 1** Efficient—Green Series treadmills are designed to use up to 50% less energy, and almost all of our ellipticals, recumbents, uprights and indoor cycles are self-powered requiring no electricity.
- 2** Durable—Higher quality parts and products last longer, translating into less waste filling our landfills.
- 3** Recyclable—More than 95% of Green Series products and all packaging can be recycled and reused.
- 4** Green Practices—Green Series products are manufactured following environmentally sound manufacturing practices, energy-efficient processes and mitigation of harmful emissions and VOCs.
- 5** Total Cost of Ownership (TCO)—Delivering durable, energy-saving, low-maintenance and affordable products results in a lower TCO.

WHAT'S NEXT FOR GREEN SERIES FITNESS?

Innovation continues to be at the forefront of everything we do. It allows us to continually improve our products, services and processes, and ensures we are delivering the best overall value to our customers.

In addition to upgrading consoles, displays, suspensions and other features on current models, Green Series Fitness announced at IHRSA 2015 the upcoming release of the new 8000 Series cardio lineup. Designed for health clubs and full commercial fitness centers, the 8000 Series treadmill features a 6 HP AC high efficiency drive system, embedded 19" touch screen with high-definition television, WiFi connectivity, pre-programmed workouts, MP3 and USB ports, and Virtual Connect™ first-person forward motion videos of beautiful landscapes from around the world. Further, the new 8000 Series treadmill will be equipped with the NextGEN III Eco Drive System, promising to deliver the most energy-efficient motor drive system in the industry.

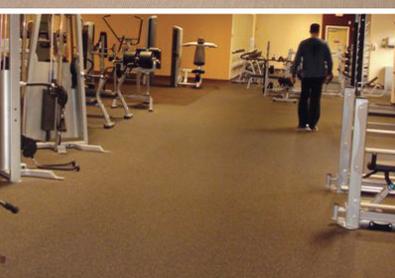
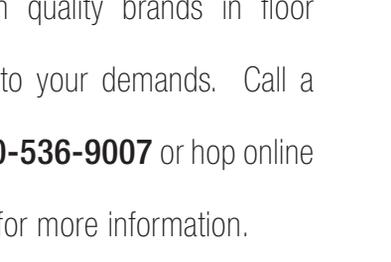
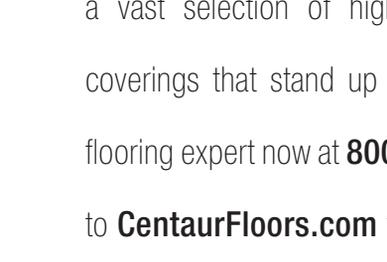
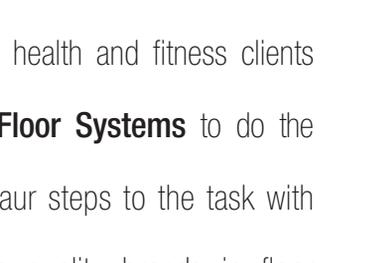
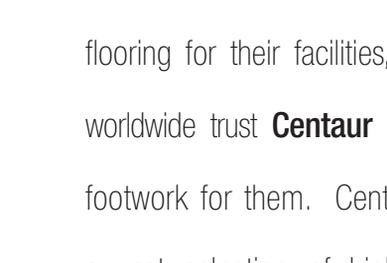
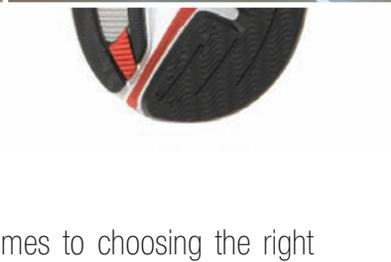
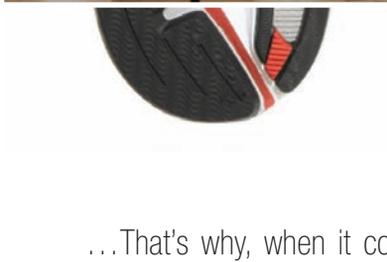
The innovative 8000 Series suspension elliptical offers a 15" touchscreen or LED, which is also available on the recumbent and upright bikes. With a 500 lb. user weight capacity, quick-shift resistance paddles and low step-up height, this elliptical delivers exceptionally smooth operation, comfort and accessibility.

Green Series Fitness plans to begin mass production on the 8000 Series family with projected availability in December of 2015.

"Changing the way the industry does business" is more than just a catchy slogan. It's a commitment to serve the customer by providing the best products, when needed, at the best overall value. Call today and discover the Green Series Fitness difference for yourself.

See our products in action at www.GreenSeriesFitness.com/green-series-product-videos. Contact us at 800.862.1509, or Info@GreenSeriesFitness.com for more information.

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PowerBlock Can Replace a Rack of Dumbbells

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. PowerBlocks can replace racks of dumbbells in the space of just one pair and at a fraction of the cost of traditional dumbbells.

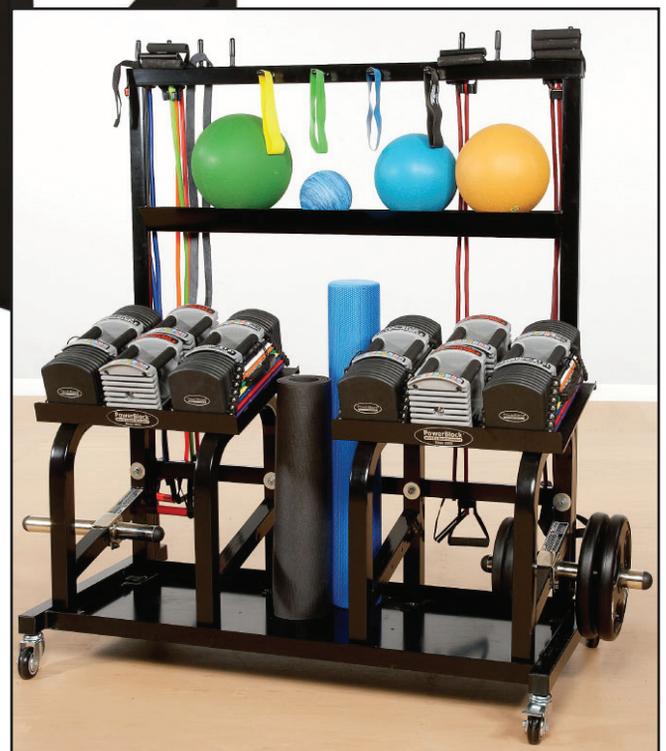
When PowerBlock was founded in 1991, the owners were designing strength equipment that was sold primarily in Specialty Fitness Equipment stores for home use. One constant they always saw in the specialty fitness stores was mountains of dumbbells. The PowerBlock was invented as a way to have racks of dumbbells at home without the space required and inherent cost of traditional dumbbells.

With the advent and subsequent popularity of sport specific training facilities such as EXOS and IMG Academies, a workstation approach to setting up a training facility has become popular. At each workstation there will be a half



or full rack, bars, bumper plates, etc. The PowerBlock then has the ability, due to the small footprint (less than 2 square feet), to also fit in at each workstation to provide a full range of dumbbells for the athletes. The Chicago Bears recently added PowerBlocks to their facility not only at their workstations, but at each of their whole body vibration platforms as well.

Before PowerBlock, even if money didn't matter, you simply could not fit a whole rack





of dumbbells at each workstation without doubling the workstation space. And of course money DOES matter. 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.

“I was reminded of the versatility of PowerBlock as I watched sports on TV this weekend,” said PowerBlock Sales Manager Jay Vollmer. “I watched the NCAA National Hockey Championship Friday night and remembered one of the two teams in the championship game has PowerBlock in their facility. As I surfed between that game and my favorite Pro hockey team, I was reminded that every NHL team has PowerBlock in their weight room or their visiting team’s locker room. Saturday night I watched the NASCAR race and recalled that the powerhouse racing teams of Penske, Hendrick Motor Sports and Stewart Haas all have PowerBlock in their training facilities. Sharing space in these world class facilities was beyond our wildest dreams in 1991 when we started down this path.”

Another commercial application PowerBlock has enjoyed is in the cross training field, where strength and cardio are meshed together in programming. An example of this is with

Octane® Fitness, an industry leader in elliptical and other cardio equipment. Octane has come out with commercial elliptical and Lateral Trainers utilizing a combination of cardio and strength training coupled with sophisticated programming they call Cross Circuit, which has been very well received by clubs. The Cross Circuit models have 32 or 50-pound commercial PowerBlocks incorporated into them.

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

So, if you only have 2 square feet of space, need a whole rack of dumbbells, and your local magician is out of town, give PowerBlock a call at (877) 316-9853 or e-mail jay@powerblock.com. They'll make it fit your space and budget. You can also find PowerBlock online at www.powerblock.com, and Facebook, Instagram and Twitter.



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CMXPRO – Exceptional Value And Performance

- Commercial quality low maintenance design
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- Long lasting belt drive
- No-slip multi-position handlebars
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AudioFetch proudly announces an exciting breakthrough for fitness facilities. Suddenly the cute headphone-wearing dog with the tagline “TV Audio to Smartphones!” is everywhere. By simply launching the AudioFetch App on their Android or Apple phone or tablet, users can listen to TV audio anywhere while connected to the facility Wi-Fi. Exercisers are no longer tied to the cardio-equipment’s audio receivers or required to bring their own walkman-style radio to hear wall and ceiling-mounted TVs in the facility. This flexibility lets exercisers hear the audio from TVs as they move about the facility. And Club owners no longer have to purchase and maintain audio receivers and headphone jacks for their equipment.

The free AudioFetch App could not be easier to use. Even the biggest technophobe will appreciate the intuitive channel change swipe controls and volume bar slider. Facility owners can customize the App with their logo, announcements, and promotional information that users view in the

bottom field of the App. The AudioFetch App operates with most Apple and Android phones and tablets, including older operating systems that competing products do not support. AudioFetch’s App developers continuously and seamlessly update the AudioFetch App in the Apple and Google App stores as new phones and operating systems are released at no cost to the exerciser or club owner.

The heart of the AudioFetch system is a compact black box that receives TV audio inputs and then outputs them to the facility’s Wi-Fi system. Users download and open the free AudioFetch App and then swipe their phone interface to select the desired audio channel. AudioFetch has no knobs or buttons and provides a seamless “plug-and-play” user experience. AudioFetch customers also receive all required cabling and marketing material including table tents and entrance signage promoting AudioFetch and the AudioFetch App.

AudioFetch can operate with, or replace, existing Broadcastvision, Cardiotheater, Cardiovision, and Mye Entertainment 900MHz or FM systems. An AudioFetch accessory product called Accordio gathers the TV audio from these existing wireless systems for use with the AudioFetch system for ease of installation.

AudioFetch’s developers employ state-of-the-art techniques to ensure the lowest possible



latency, to minimize delay between the video and associated audio. AudioFetch uses a sophisticated processing platform that scales with the number of channels to eliminate latency issues. Other systems typically use central processing computers that can bog down as channels are added and may not use the most advanced techniques to minimize latency.



AudioFetch was developed in conjunction with longtime exercise entertainment stalwart Broadcastvision and is available through Broadcastvision's corporate and dealer sales channels. Broadcastvision's console adapter box, known in the industry as CAB, is the most widely deployed solution for integrating cardio-consoles, personal viewing screens, and cable and satellite boxes. In the same manner, AudioFetch is destined to be the industry leader in the TV to audio segment. Fitness club owners can be assured that the AudioFetch technology

is stable and well supported by Broadcastvision. Competing solutions require their systems to be connected to the Internet, which ensures that customers will pay recurring monthly fees. Miss that monthly payment and the system gets taken down! In contrast, AudioFetch waives any recurring monthly fees while guaranteeing free software updates during this introductory period.

Popular AudioFetch informational videos can be found by searching AudioFetch at youtube.com. Broadcastvision encourages club owners and operators of community, corporate, police, fire, apartment and other fitness centers to secure an AudioFetch quote now to reserve the introductory specials. Broadcastvision sales and support personnel are available at 888.330.4BVE (4283).

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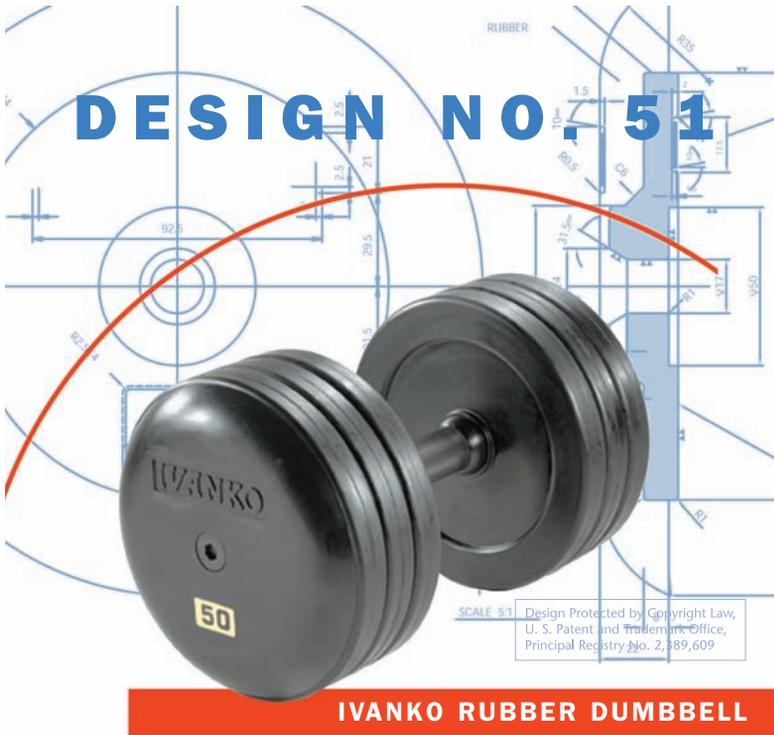
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We heat treat this stainless steel bar to 218,000 PSI, because our tests tell us anything weaker will bend. We further straighten each bar to a tolerance of 10/1000 inch, because anything less straight will cause rotational torque during heavy lifting.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

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Since we introduced the industry's first rubber dumbbell in 1983, we have uncompromisingly refined and fine-tuned the design 51 times, in passionate pursuit of an ideal: a rubber dumbbell that is gentlest on equipment, safest for people, indestructible, with super tight fastening* neutralized odor, a classic look, an awesome feel. We're never satisfied, never finished. Perfection is an elusive goal. But this rubber dumbbell is 51 steps closer to it.

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

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XR Turf Is Perfect For Athletic Performance Centers

One of the exciting trends evolving in the ever-changing fitness market is the athletic performance training center. From “wannabe” teenagers to “used to be” grey hairs, we all want to think we are athletes. The original APT center was geared to hard-core athletes wanting to improve their performance. Well-trained instructors focused on putting committed athletes through serious performance training. The evolution of this trend has encouraged all levels of athletes to want to participate in “serious” training. An APT center focuses on more than strength. Depending upon the knowledge of the instructors and the equipment available, there may be skill training, gait analysis, plyometric training, agility training, attitude adjustment and other sport specific applications. Many of these training approaches require special equipment and customized flooring.

XR Turf provides a top performing indoor sports training artificial turf. The product has been designed to be durable, safe, and easy to clean. XR Turf has a great look and the athlete will appreciate the support it provides.

Why artificial turf? Besides the aesthetic impact, XR Turf requires minimal maintenance, is safer and cleaner for the athlete, is cost effective and is good for the environment. XR Turf is made from the highest quality materials and the product provides quality and durability.

Designed for indoor sport and agility use, XR Turf is perfect for an athletic performance training center or an indoor field hockey or soccer field.

Product Features

- Provides excellent force reduction
- Meets specifications for competitive field hockey, lacrosse, and soccer fields
- Spike resistant
- Ideal for heavy indoor sports training
- Can be used for a portable field or playing surface
- Fade resistant/ wears well

- Sound and shock absorbent
- Durable
- Eco-friendly product with a recycled rubber backing with 90% recycled content

The facts about recycled rubber

The recycled rubber used in the XR Turf base mat comes from our parent company, ECORE International. ECORE is North America's largest processor and user of scrap tire rubber sourced from the United States, recycling millions of pounds of rubber each year.

XR Turf features an extremely durable, textured mono-filament nylon material with a tight nap that results in a high performance product in hunter green.



XR Turf is available in three configurations:

- 6-foot wide rolls engineered with a 5mm base layer
- 6-foot wide rolls engineered with a 12mm base layer
- 23 inch by 46 inch interlocking tiles engineered with a 12 mm base layer

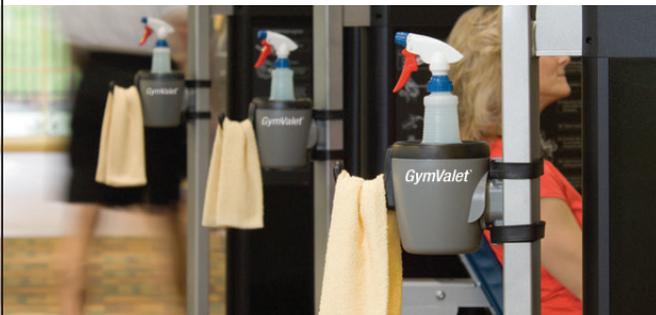
Interlocking tiles are available with a coordinating interlocking transition system.

For more information regarding XR Turf visit our website at www.centaurfloors.com or call 1 800 536 9007.

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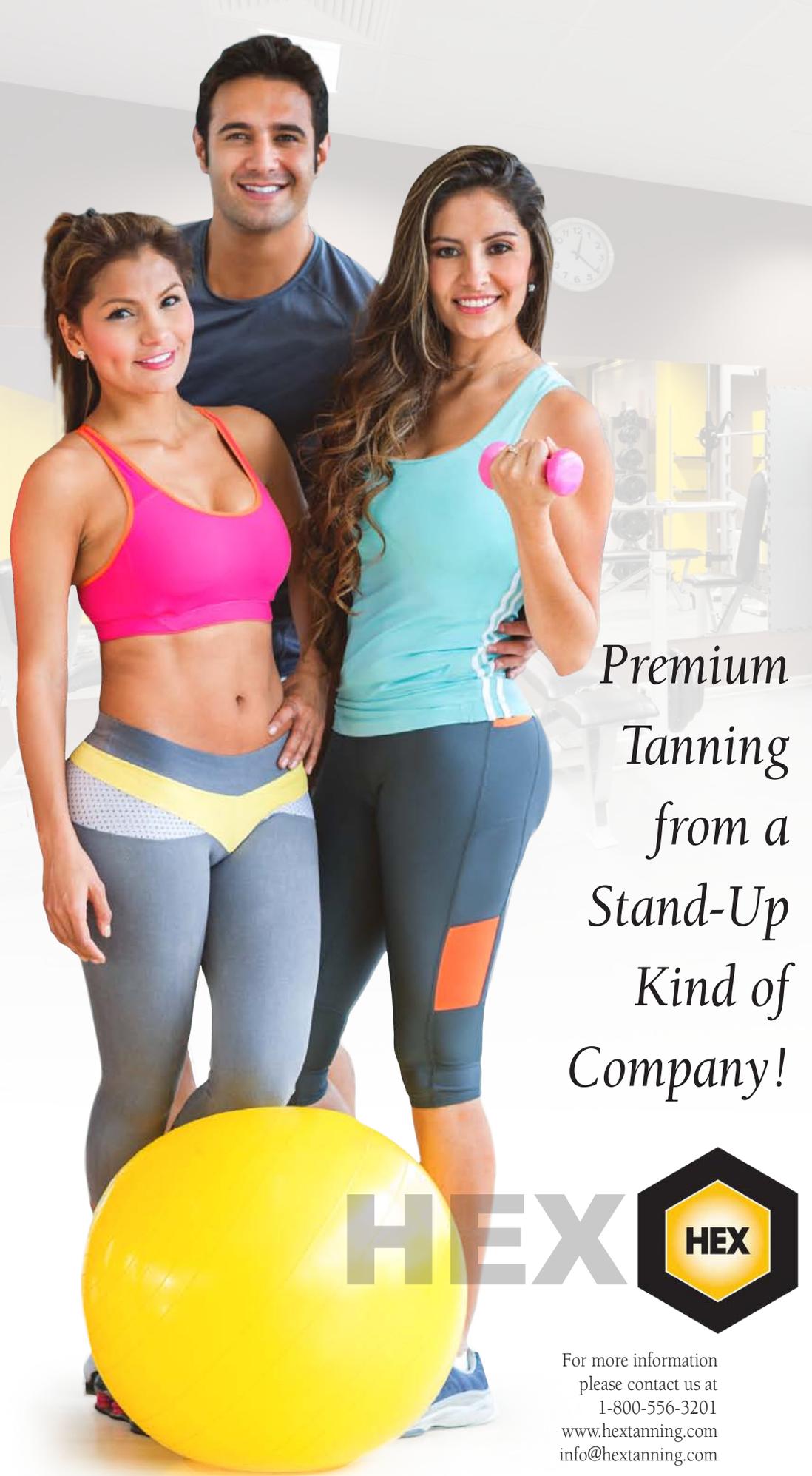


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The First Impression Could Be Your Last!

By Gary Hood, Global Fitness Association

Before I get started, I need to thank the many people who called and emailed about our last article, "It's All About Relationships." It's apparent from your calls and comments that this information is really being put to good use. There's more where that came from . . . so stay tuned.

Anyway, on with this today's topic. I can tell you that in the course of compiling this article, and after calling and touring many fitness facilities across the country, I'm embarrassed to report that there doesn't seem to be much rhyme or reason for how phones are answered or how tours are conducted. Some facilities were better than others, but believe me, there's plenty of room for improvement.

So what the heck are some of you thinking or doing? The public's perception of the fitness industry is far from favorable and we all wonder why. . . We all want to be called fitness professionals, but from what I've heard and seen, that

People are calling and listening, and I don't mean the NSA. The telephone is often the first contact a customer has with a business, making phone etiquette one of the most important elements of a business. Through our travels and phone

"At one location in the mid-west, I was allowed to tour their facility unsupervised and was told the membership rates on the way out the door. And guess what! They never followed up on my visit."

title is short-lived and shallow at best. I know the dream for many is to own a club or be a personal trainer, but what good is a name or title if you can't walk the talk. We need to take responsibility for our actions and strive to deliver the products and services we promise our club members and the community. The title says "The First Impression Could Be Your Last!" So read on.

contact with many clubs in most every state, the pattern was obvious. Proper staff training was non-existent. Our experience yielded gum chewing during the conversation, loud music, long holds, and canned scripts that took way too long and sounded rehearsed. The routine we experienced was alarming and should be of concern to many owners and managers.



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Conducting a proper telephone information call is essential and can be handled in several easy steps:

1 Smile as you pick up the phone and be sure to identify yourself and the company by name in a clear voice that the person on the other end of the line will understand.

2 Answer promptly and pleasantly.

3 Control the call with questions and be sure to answer their questions. Your main goal should be to schedule an appointment for them to visit the club.

When touring several facilities across the country, we also saw that staff training was non-existent or weak to say the least. There was no consistent strategy for how tours are conducted. Most of the staff I met had no clue what they were doing, let alone knew much about the facility itself. At one location in the mid-west, I was

allowed to tour their facility unsupervised and was told the membership rates on the way out the door. And guess what! They never followed up on my visit.



Giving a proper tour takes knowledge, skill, and practice. Here are a few tips: Greet your prospect and introduce yourself. Give them a guest registration form and ask them to take a moment to register. Don't say, "Fill this out." Nobody likes to be told to fill anything out. After they have completed the guest registration, give them a brief outline on what the tour will involve. Explain the areas you will be touring and let them know that at the end of the tour you will be sitting down with them to discuss

their fitness needs and the different membership programs.

As you can see, there are a lot of important steps to handling telephone information calls and giving proper tours. So give us a call and we'll gladly share our systems and resources with you. All you have to do is ask.

Global Fitness Association, created by several fitness professionals with over 40 years in the fitness industry, has emerged as the number one resource in the industry. Do what hundreds of fitness professionals have done and become a member today for only \$10.00 per month.

Special thanks to Cate Sundling, Linda Hood, and Gary Gresham for contributing to this article. For more information about Global Fitness Association, contact Gary Hood at 775-298-1616 or email gary@globalfitnessassociation.com.

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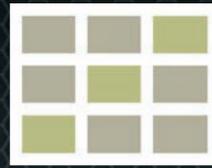
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