

# NATIONAL Spring 2013 FITNESS TRADE JOURNAL

The Industry Guide for Fitness Facility Management



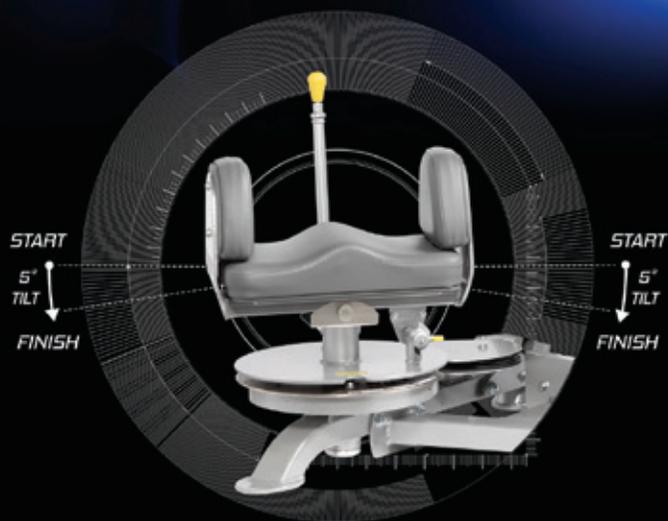
## Selling From the **Core**

see page 6

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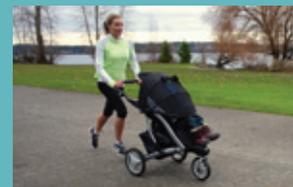
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### **National Fitness Trade Journal** (541) 830-0400

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

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# Selling From the Core

## A Quick Quiz

Answer this question:  
Which of these two book titles sells more copies...

Book #1: *A Thinking Person's Step-by-Step Guide to Weight Loss & Exercise Program*

or

Book #2: *The Abs Diet*

According to Amazon.com, *A Thinking Person's Step-by-Step Guide to Weight Loss & Exercise Program* is ranked #437,317th on the list.

The *ABS Diet* comes in at #1,027, over 436,000 spots ahead!

It's not even close – these 2 books – very similar in content, both explaining the details about healthy eating and sensible exercise plans, are worlds apart when it comes to actual SALES.

Now answer this question...

WHY?

The answer is obvious. Anything that promises a way to get a lean, trim defined midsection gets our attention quickly and holds our interest.

Both books include the same type of content - that true weight loss requires "healthy eating" and an "exercise plan." But by focusing on ABS, *The Abs Diet* is more exciting and interesting to more people. The title of the first book is scientific, cold and boring; *The Abs Diet*, on the other hand, focuses on the result that most people want.

The Lesson? When you focus your marketing message on what people

want you can dramatically increase the number of sales you make. Companies like ours have known this for years and we Sell From the Core! In this month's article I am going to pull back the marketing curtain and give you 3 of our top tips that have helped us sell

literally over a BILLION dollars worth of Ab Equipment over the past 15 years.

But first things first – Before you can understand these marketing secrets, you need to come to terms with some important truths about your members and what motivates them. For the purpose of this discussion I'd like to agree on something before we start and that is this: A fitness consumer is a consumer. Take away the elite performance members from the equation, and the average member is the same person that is intrigued by tv fitness products, magazines and shows geared to the general public. Their mentality and motivation is the same. What they want is the same.

### What Do Your Members Really Want?

I'm sure you have asked members and prospects what they are looking for in a club and have received many different



Sean Gagnon Vice President, The Abs Company

answers. What many of them won't tell you is, for most of them, their REAL motivation for joining is to LOOK BETTER -- to LOSE THEIR BULGING BELLY AND LOVE HANDLES. We all know that the most obvious sign of a fit, attractive person is a lean defined midsection. People equate flat abs with fitness, plain and simple. This is what everyone wants.

Understanding this, you have two choices. You can embrace this perception and use it to get them to JOIN, or you can refute it and try to convince them that they are wrong and that they should really be focused on "health," or "function" not "looks." If you do the latter, be prepared to just watch them WALK AWAY! Right now you might be saying to yourself "Are you really suggesting that I tell people they can SPOT REDUCE and flatten their abs just by using an Ab Machine?" Of course we are not saying that. We know very well that you can't get flat abs by only doing ab exercises. It takes a complete program including cardiovascular exercise and proper nutrition. However, we also know that if they walk out the door and don't join your club, they won't get ANY results, health or looks!

Once you get the members to join your club using the "hook" of great abs (what THEY want) you will be able to teach them all about complete health and fitness and set them on a lifelong course to better health – and remaining long term members of your Club (what YOU want)! As the saying goes: "The best way to get what YOU want is by giving people what THEY want."

Still not buying it? Consider this: an IHRSA study released in 2012 asked members about their top health club activities. AB MACHINES specifically were #6 on that list. Your members are speaking.... question is are you listening?

Once you get the members to join your club using the "hook" of great abs (what THEY want) you will be able to teach them all about complete health and fitness and set them on a lifelong course to better health – and remaining long term members of your Club (what YOU want)!

Now that we have covered what motivates members and prospects, let's talk about Ab Focused Marketing!

#### **Tip 1: Market RESULTS - Not Fitness**

Have you ever watched a Fitness Infomercial or looked at a fitness magazine? What do you notice? All of them market RESULTS. You see beautiful before and after photos. You read headlines like "Firmer Buns in 3 Easy Moves" or "Do this exercise for Bigger Biceps". Those are RESULTS and that's what gets the consumer to pick up the phone or buy the magazine. They don't give a detailed explanation of the HOW... it's about the result. Yet in health club sales how many times is the pitch about the amenities of the club or all of the great things the club does in the community? This is not why people are there. They are there because they have a goal in mind and want to be sure that your facility can help them reach it! You can show the prospect the 150 classes on your schedule so they know there is a convenient time for them

but don't you think it would be more enticing to say something like, "On average members who take our cycling classes lose 7 lbs the first month!" Now you are speaking their language. No matter what the endeavor people will always buy the promise of RESULTS. Here's the best part, when you help your members get the results they want, not only will you have a member for life but you'll soon have all their friends too!

#### **Tip 2: Give Your Members Something to Talk About**

Obviously the #1 thing your members will talk about is the results your club has helped them achieve. The great thing is that their results will speak for themselves and people will

be asking what they did to achieve them. How great would it be for them to say "I go to XYZ Fitness". Enough Said! The next thing you want them talking about is all the great things your club has. News flash... people don't talk about the things they expect to see in clubs - free weights, water coolers, treadmills etc. They talk about things that are unique! Again in the infomercial world this is why the products that sell the best not only deliver results but are innovative and different!

Several Health Clubs have created a special area or room with really cool machines. Machines like Ab Machines, Continuous Ropes, Inflatable Benches etc. Stuff they haven't used before. People love using innovative products to change up their training. The key factor is that these products have to be user friendly, safe and effective. Remember we always want to avoid the "stupid factor" as no one wants to look dumb when trying to figure out a piece of equipment. There is definite distinction between innovative, user friendly equipment and equipment that you need

a PhD in biomechanics to figure out! Another reason our Ab Products have sold so well is that they hit the hot buttons of what members want and they are easy to use!

### **Marketing Secret Number 3: The Abs Tour**

Though TV Fitness products can be very successful did you know that over 90% of these sales are done at RETAIL, not via the infomercial? Why is this? Most people want to EXPERIENCE the product for themselves before they buy it. The same is true of the health club tour which is why most sales experts recommend putting prospects on at least 3 pieces of equipment before the tour is over. Of course we highly recommend Ab Coaster being one of those products!

Dozens of clubs around the country are using this simple yet powerful secret - When a new prospect comes to tour

their facility, they wait until the end of the tour and just before they are about to review the various membership options, they take them over to the Ab Coaster and say: "Now check out this machine - This is really cool- It works your abs from the bottom up so you don't have to lay on your back or on the floor. You just kneel down on this comfortable pad and pull your knees up." Then they give them a quick 1-minute demo on the Ab Coaster, adjusting the seat to show how it also works the obliques (love handles).

This simple technique does a few things for you. First, it instantly removes the fear most prospects have of not being able to use equipment. The Ab Coaster is easy to do, and they can even do it in their street clothes. Second, it also gives your prospect the hope that they have found the very thing they need to get that slender waistline they've

always wanted. And third, it introduces them to personal training, all in one simple demonstration. This powerful Ab Focused Marketing Demo engages all the senses and makes closing memberships and personal training almost automatic.

There you have it - 3 tips from behind the curtain of our marketing machine that has sold billions of dollars in Ab Products - to clubs and consumers alike. We have proven the concept again and again and we're just getting started. This year we will unveil our new identity as The Abs Company bringing you more great Ab Products to give your members what they want.

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For additional information visit [www.theabscompany.com](http://www.theabscompany.com), e-mail [sean@theabscompany.com](mailto:sean@theabscompany.com) or call 866-219-5335.

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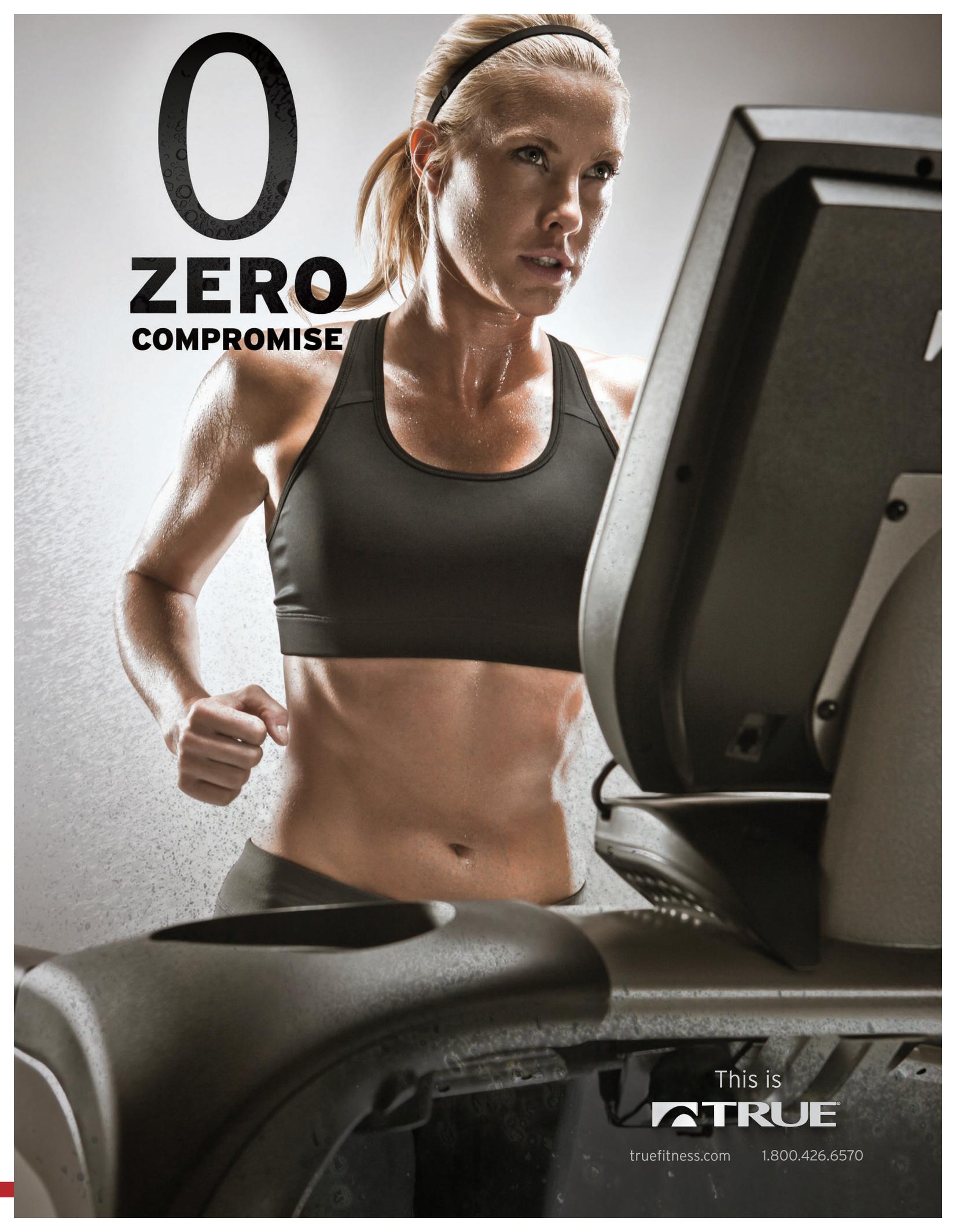
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# SportsArt Fitness: Harnessing Human Power®

On any given day, in fitness facilities around the world, people are continuously pushing their bodies to the max in the name of fitness. Innovative fitness manufacturer, SportsArt Fitness, is working to ensure that all of that expended energy doesn't go to waste. The Green System by SportsArt is the only set of cardio units to date with ETL approval that can harness up to 72% of the human watts generated through exercise and convert them into utility-grade energy through the electrical grid.

Everyone has heard of solar power and wind power, but harnessing the human power that is created through exercise was uncharted territory until SportsArt developed their Green System. Building on 36 years of manufacturing experience, they have been able to modify their popular upright and recumbent bikes and their rear and front drive ellipticals with internal units to capture the kinetic



energy created through exercise and convert it into a usable energy source.

“What we often hear when we present someone with the idea behind the Green System is ‘Wow, I’ve always thought someone should invent that!’” said Ken Carpenter, Director of Sales at SportsArt Fitness. “When you consider the growing population of eco-conscious individuals, combined with the ability to offset skyrocketing utility costs, it’s a win for everyone involved.”

Each Green System unit comes with a booster box which converts the energy to DC power and sends it to an inverter which is hard-wired into the building’s electrical grid. Up to 10 Green System units, in any combination of bikes and ellipticals, can be connected together to extract the energy being produced by exercisers. A facility could have multiple groups of ten units, each connected to an inverter.

“Critics claim that the human body doesn’t produce a significant amount of energy in one exercise session,” Carpenter said. “This may be true, but imagine if you could harness all of the energy generated by every exerciser in a health club for one year. That would have a significant impact, and that’s the idea behind the Green System - every small contribution adds up to a larger outcome,” he said. “With the Green System, we have achieved the highest conversion rate of human power to electricity of any product in the world - a rate of 72%.”

Green System cardio products function and feel like any other commercial fitness product manufactured by SportsArt. They are made from the same high-quality materials and carry the same 5-year parts warranty as other SportsArt commercial products. The difference is that they are linked to an inverter that converts human energy to useable power, offsetting consumption elsewhere in the facility. SportsArt has helped Recreation Centers, Universities, Health Clubs and Schools across the country realize the potential their current members

hold in terms of energy generation by installing the Green System.

Safety was a big concern for SportsArt as they worked to develop the Green System. They began developing this technology over six years ago, and worked hard to meet ETL standards for safety before coming to market in January of 2012.

“I think everyone has thought about all of the human power that is created at a gym, but no one has been able to effectively harness it,” said Carpenter. “There have been a few companies that have tried, but none of them were able to get UL or ETL approval for safety and quality. Besides that, those attempts were not very efficient because they were aftermarket products designed to be connected to existing equipment. Since we manufacture 100% of the components, we were able to maximize the energy output. The Green System is the only equipment to date with ETL approval that can efficiently and safely harness human power and convert it into utility-grade energy.”

The Green System is just the latest addition to SportsArt’s line of eco-friendly fitness equipment. Their ECO-POWR™ treadmills, which are up to 32% more efficient than other treadmill motor systems, won the coveted Nova 7 Health Club Product of the Year in 2008. The combination of these high-efficiency treadmills with their full line of self-generating cardio equipment has provided facility owners with alternatives for reducing their cardio-associated utility costs for years. Now they have another option that not only saves energy, but also generates electricity for their facility.

“It is said that over 50 million people are working out at any given time in the world,” said Carpenter. “Imagine the energy savings if we could capture even 10% of it.”

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To learn more about the Green System, call 800.709.1400 or log on to [www.sportsartamerica.com](http://www.sportsartamerica.com).

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# Reinvent Your Strategy

To attract new members and retain current ones, they have to see your club as the best place in town to pursue their health and wellness goals – better than the place down the street or across town. One tried and true pathway toward that goal is innovative group fitness classes. Some studies suggest that 90% of all exercisers report that they prefer to workout in a group. The explosive growth of CrossFit is one tell tale sign of this.

## Make New Equipment a Profit Center

While replacing your traditional equipment regularly, such as treadmills, free weight and selectorized machines is a necessity, it doesn't necessarily help you keep the members you have or attract new ones. In effect, it is just a "me-too" expense that every club incurs. X-Series group training products from Torque Fitness represent something new and exciting to attract new members.

## Become the Leader in Group Training

The experts in manufacturing and design at Torque Fitness have created the hardware for the experts in exercise

- your trainers, allowing them to become the software for group training. The system's flexible configurations allow your trainers to attract new clientele with creative group training programs. Whether your trainers are into fitness programming with suspension trainers, resistance bands, kettle bells, Olympic

bars, heavy bags, balls, etc., Torque Fitness has the products that adapt to what they create. On top of that, every product in the X-Series is expandable to any space and number of users desired.

## Reinvent Group Exercise with the X Series

While other systems available have numerous stations and options, every X-Series product allows one trainer to take each member of a group through a routine where everyone is simultaneously doing the same exercise. X-Series is comprised of three distinct types of equipment: X-Body Weight Trainers, X-Racks, and the X-Lab. These are the only products on the planet that offer true group strength training. This not only allows inexperienced individuals to quickly pick up on a class, it also allows for safe and effective instruction and monitoring to all individuals.

## Capitalize on Intelligent Design

The X-Body Weight Trainer is an expandable wall mounted chin-up station that can also be used for suspension or ring training. Not only are the X-Body Weight Trainers space efficient, their dual purpose capabilities make them a more economical solution than many suspension training anchor systems that are available today.

The X-Racks are Torque's newest addition to the X-Series lineup. The X-Racks are designed around their Olympic lifting capabilities and define the CrossFit solution.

While they feature 3" x 3" 11 gauge tubing and reinforced J-Hooks and bar catches, they are refined to look and operate in a manner your users are accustomed to. Instead of the "garage

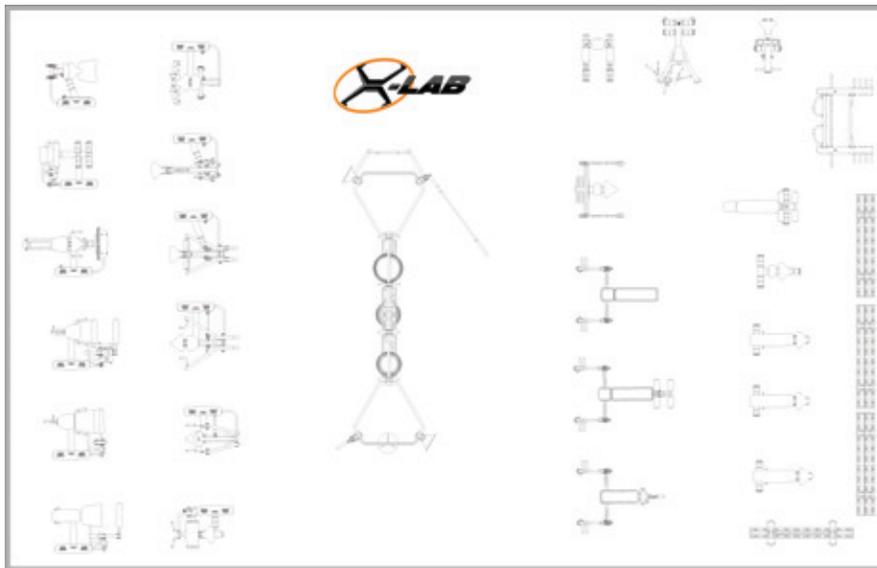




The X-Lab allows a club, tight on space or budget, to create a group workout profit center for as little as \$1000. With a 6' x 6' area and the X-Lab 1, three individuals, under the guidance of one trainer, can perform an array of simultaneous movements such as suspension training, chin-ups, and resistance band work. This same system can then be customized with attachments within the same footprint allowing for additional movements or the unit can be expanded to an X-Lab 2, 3, 4 or 5 at a later date to allow for larger group sizes and the available accessory trays keep all the kettle bells, heavy bags and other gear your trainers need organized and readily available.

**Go on the Offense**

Torque X-Series products are a different way to think about equipment purchases, from a cost perspective to a profit center perspective. By attracting and retaining members through group exercise innovation, the X-Series becomes an investment that can pay for itself many times over. It leads to higher retention levels, a new source of revenue from your existing members, products that sell memberships themselves, and hardware that allows your trainers to create programming limited only by their imagination.



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racks" available on the market today, every X-Rack attachment features UHMW wear guards that protect the storm grey wrinkle powder coat paint. X-Racks allow for unlimited configurations. First decide between free standing or wall mounted, then choose either a 4' or 6' depth. Configure each station with single, double, or triple chin-up cross members

or substitute 12' uprights instead of 9' for rings. The X-Rack length can be grown in 4' and 6' sections for as many training stations as you desire. Choose the monkey bar option to put fun back in fitness or choose from the many available attachment options like wall ball targets, ground rotational trainers, dip, or adjustable plyo-steps.

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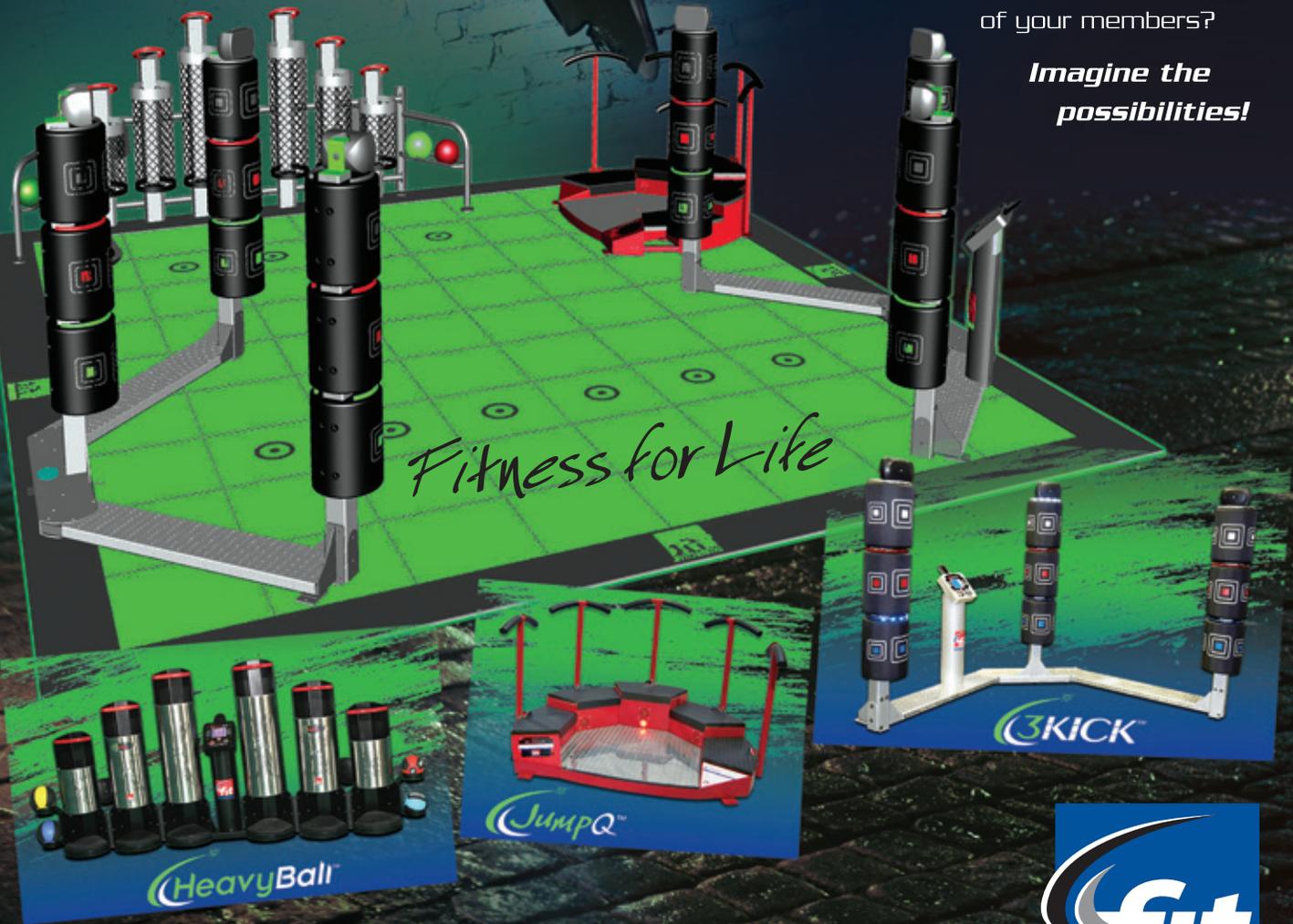
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## Visionaries

In 1880 when Thomas Edison demonstrated the light bulb to the world's most influential business leaders in NYC, it was dismissed as a "carnival act", something that had "no chance of replacing the kerosene lamp". One among that group did not share that opinion and invested to become the majority shareholder in Edison's company. That man J.P. Morgan would build Edison's visionary little company into The General Electric Corporation and go on to become the wealthiest man in the world in his day. The fitness industry likewise has too many old school followers and not enough visionary leaders. To grow as an industry we must bust that trend and look for new ways to attract more members to a fit and healthy lifestyle. For example in this age of innovation and optimization why would you waste your time working out on a machine that has not had a major

improvement in 50 years. Treadmills have gotten bigger, prettier and added some convenience features over the years but the basic function hasn't changed.

## Moving the Industry Forward

At Fitness Tools we work every day to develop and integrate technology into our products to produce a better workout. We have also innovated how the user interacts with our products by integrating virtual trainer videos into our T.V. monitors. The most successful people are the ones that focus the best. When you're at the gym we help you focus on getting the most out of your workout in the least amount of time. That's where the original inspiration for the Thorotread came from, designing and producing a machine that offers so many options it empowers every user to accomplish their goals. Strength, cardio, weight loss, core, speed, coordination, balance... improved quality of life. The function and results are undeniable.



P1 with LCD Virtual Personal Trainer

## And Backwards

Company founder and product designer Joe Ellis says: "Combining functional strength training with a traditional treadmill was a breakthrough that is changing our industry

everyday but we wanted to go a step further and see how many different ways we could work the human body on one machine.” The P1 combines forward walking and running with upper body resistance, but the New P2 is a bi-directional treadmill combined with upper body resistance. The forward pushing and backward pulling movement options on the P2 are endless and because your entire body is constantly in motion, you fire every muscle group along the way.

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Everyday Fitness Enthusiast of average ability can now knock out 400 – 500 calories in a 30 minute workout.

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P2 Controls Console

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Multiple clinical studies have proven the Thorotread’s superior calorie burn and metabolic demand, which makes it the fastest way to lose weight and reduce body fat. That alone satisfies most every member that walks through the door. However, there are many other benefits that appeal to different types of users. For example:

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# REP-MAXX Bringing New Technology to the Weight Room



Cardio equipment has been at the forefront of fitness technology for years. Now, almost every piece of equipment is touch screen operated with monitors that offer customized workouts for each individual. Where is the new high tech equipment on the weight lifting side? In this technology centered world, why hasn't the weight equipment been brought up to date? REP-MAXX is finally bringing innovation to the weight room with high tech, touch screen operated, computer controlled equipment with precise linear weight adjustment. Our goal with this new line of equipment is to incorporate the scientific knowledge available today to develop a safe and efficient way to lift. This equipment is designed to save time, build more strength endurance, obtain more power, and see results faster than ever.

REP-MAXX equipment comes with the weight built into the machine, and the weight is loaded for each user. The weight is distributed by industrial strength cables attached at the ends of the bar, targeting stabilizing muscles and multiple muscle groups with constant weight tension pulling down on the bar. There is no hassle with unloading or loading plates onto a barbell, just lifting at the touch of a button. By using the touch screen, you can select the amount of weight to lift and the number of reps for your set. To begin, pick up the bar and the weight will load after a few seconds to start lifting. Working out with a partner, in groups, or circuit training has never been faster thanks to the user friendly programming. Never again will you waste time subtracting or adding weights for the next user. Incorporate REP-MAXX into your workouts and time will fly by faster than ever with the same accomplishments in strength training.

REP-MAXX workout routines are limitless. Pyramid sets, drop sets, straight sets; all can be accomplished thanks to the advanced programming that REP-MAXX offers. The ability to change the amount of weight loaded for each user during the set is a concept many have tried, and REP-MAXX has perfected. The

equipment has a Smart Spotter feature which automatically adjusts the weight load to an appropriate figure while you are lifting. The Smart Spotter will sense a decrease in repetition speed, a pause in rep motion, or a decline in rep motion, and the weight will be changed in seconds before the next repetition. This enables you to continue the set and work through struggle points as if there is a spotter assisting you. As a key safety feature, the Smart Spotter programming will detect when to unload the weight completely after a 3-5 second reading of limited or no motion.

Charles Trembley, a 2009 Bench Press World Champion, has been using the RM 250 Bench Press at the Sierra Athletic Club in Fresno, CA. He is currently training Olympic and professional boxer, Jose Ramirez; a USA Boxing record holder with 6 consecutive USA Golds, 11 National titles, 145 wins and currently the #1 Pro Prospect in Boxing. Here is what Charles has to say about training with REP-MAXX:

“As a former professional athlete, world champion power lifter and trainer of elite athletes I am always on the lookout for anything that will give my clients and I a performance advantage. When I first heard about the Rep-Maxx equipment I was intrigued yet skeptical. I have seen so many gimmicks over the years and I am not easily impressed.

Rep-Maxx claimed to offer something unique and so I decided to put them to the test. Let me first say that this equipment

didn't look gimmicky, this stuff is built well on par with any of the top brands of fitness equipment. What I experienced with

Rep-Maxx blew me away; wow, this company has truly developed something new!

I believe the REP-MAXX equipment to be more efficient, effective and safer than traditional weight training equipment. I could talk all day about why and how, but I will just say this, “REP-MAXX is a game changer, and gives athletes a true advantage.” I highly suggest checking this equipment out for yourself; you have to see it to believe it. I didn't think it could work, but it simply does.” - Charles Trembley

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The first piece released from the new line of equipment from REP-MAXX is the RM 250 Bench Press. With a foot print not much larger than a standard Olympic bench, the RM 250 Bench Press will fit right into your weight room and service triple the amount of people. REP-MAXX is ideal for University athletic programs, rehabilitation, bodybuilders, and the average every day gym user. Do not sit back and let your competition to be the first with this technology. Contact REP-MAXX for an in-person demo and improve the way you lift today!



**Top: Jose Ramirez lifting on the RM 250 Bench Press at the Sierra Athletic Club**

**Middle: Ramirez first round TKO win from MGM on HBO**

**Bottom: Ramirez boxing in the 2012 Olympics**

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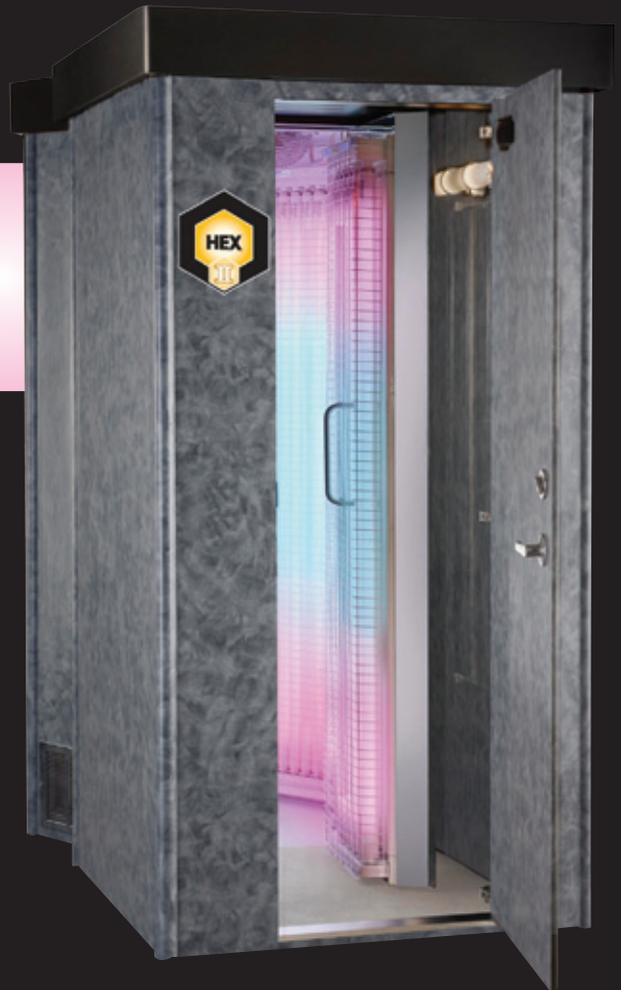


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# Magnuson Athletic Club Increases Retention by 15% with Preva®



By Brent Brooks  
Vice President, Networked Fitness, Precor

The percentage of the population that is defined as “fit” continues to decline. At the same time, the use of technology in our daily lives is now mainstream and is changing the way we live in new and exciting ways. For evidence of this fact and its relevance to our industry, you don’t need to go further than the iTunes app store where you’ll find over 13,000 health and fitness related apps. Clearly technology enabled fitness experiences are here to stay. So what does this mean for you, the facility operator? It means a more discriminating consumer whose experience expectations are being set by products and services outside of the fitness industry, but who expects to be able to extend these experiences into the fitness environment. It also means an opportunity for the savvy facility operator to harness new tools and experiences to optimize and grow their business. The Magnuson Athletic Club (MAC) story is one example.

## Magnuson Athletic Club

Magnuson Athletic Club (MAC), located in Seattle, Wash., faced a challenge after opening two years ago. The club wasn’t reaching its potential estimated membership base in the Magnuson Park area. Actually, only attracting about half of their projections — 2,000 members, with a potential to service about 3,400.



To help reach their full potential, MAC turned to technology, and found a solution in Preva, a software platform that fully in-



tegrates with the P80 touch-screen console that is available on Precor cardio equipment. Among many other enhanced features, Preva provides members with the ability to set fitness goals, track progress, earn achievement badges and save their favorite workouts via a cloud network. Exercisers can then access this information from any piece of networked Precor 880 cardio fitness equipment.

According to MAC General Manager, Preston Crouser, Preva has proven to be a great investment for a variety of reasons. “Every member has a hands-on tool to motivate them, keep them entertained and track their progress,” he said. “It is also a good talking point for potential members. The staff has really bought into the Precor technology and Preva, and they love to show it off to potential new members on a tour, as well as members that have been in the club for years. Preva offers so many selling points.”

Additionally, Preva Business Suite, a tool designed specifically for operators, has helped MAC discover which pieces of equipment have been used the most. “We can see the data of what equipment is the most popular,” said Crouser. “This allows us to rotate the ‘tires,’ if you will. We can swap out a treadmill that gets high usage for another one that we know doesn’t have as many miles on it. This helps keep the equipment up and running for a longer life span.”

Perhaps most importantly to Crouser, Preva has also helped MAC’s members with their fitness goals. “Members engage with the technology,” he said. “I have spoken to members that are in the club trying to sneak in an extra workout so they can reach the weekly goal they set for themselves by logging into their Preva account. Members enjoy being able to set and track goals. It keeps

them accountable, and gives them the desire to run that extra mile or bike that extra five minutes. Members, young and old, have taken to the technology and make it a part of their daily routine in the club.”

Crouser said he believes the role of technology in clubs will continue to grow. “In the short time we have been using Preva, its capabilities to help retain members while keeping them engaged and interested in their workouts are clear” said Crouser. “Technology can help club members see a progression in their workouts. That will help them to stay more committed to exercise and to our facility.”

The verdict is still out as to whether or not Preva will help the MAC reach its full membership potential, but Crouser said he thinks it definitely has helped. In the three months since introducing Preva, MAC’s membership has jumped by about 300 members, a 15% increase. “From what I have seen so far I would say Preva has definitely helped increase membership numbers, but more importantly we are retaining members longer by helping them achieve their goals and their success generates positive word of mouth,” said Crouser.

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Precor is proud to be a thought leader and pioneer in the networked fitness market with the Preva offering. Preva leverages the power of technology to provide facility operators and exercisers with a personalized experience that helps achieve their goals. **To learn more, watch the video: [Preva.com/makeityours](http://Preva.com/makeityours).** You can also contact Precor via e-mail [comm1sls@precor.com](mailto:comm1sls@precor.com) or call toll free 800-784-8464.

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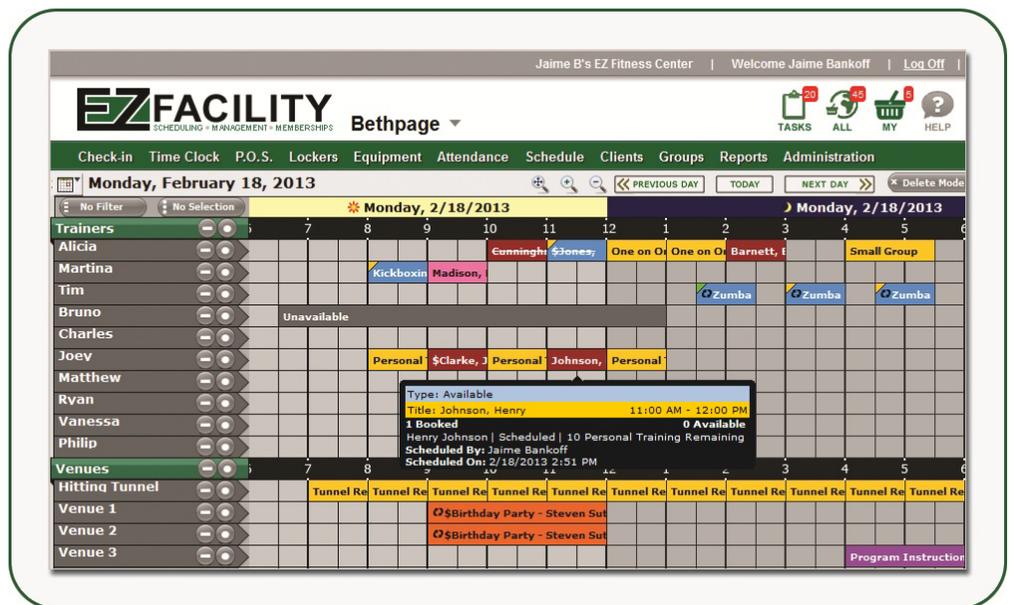
# EZFacility Kicks off 2013 with a Major Software Release

## New Improvements Make A User's Experience Easier Than Ever

EZFacility is kicking off 2013 with major enhancements to its web-based software for fitness businesses. With their customer's continually evolving business requirements, EZFacility endeavors to be as proactive to their needs whenever possible. They accomplish this by determining the most requested items from customers and ensuring those items are improved upon with each new release. Having a system that is continuously improved upon through the addition of new functionality is important when considering which software is right for your fitness business.

Enhancements in the next update include the ability to sync a schedule with a user's smartphone or calendar software, interface improvements that make it simpler than ever to manage a multitude of group events in

In addition to software improvements, EZFacility has sought out key partnerships to provide clients new opportunities to build a better business. Partners include Perkville, who provides an integrated way for facilities to reward their



your facility, and a brand new Point-of-Sale (POS) interface that's sleek, easier to operate and manage, and offers many new features that users are sure to love.

customers; NPE, who provides support to fitness entrepreneurs and empowers them to reach their goals; and PlayerGrid, whose online suite of team communication tools makes it

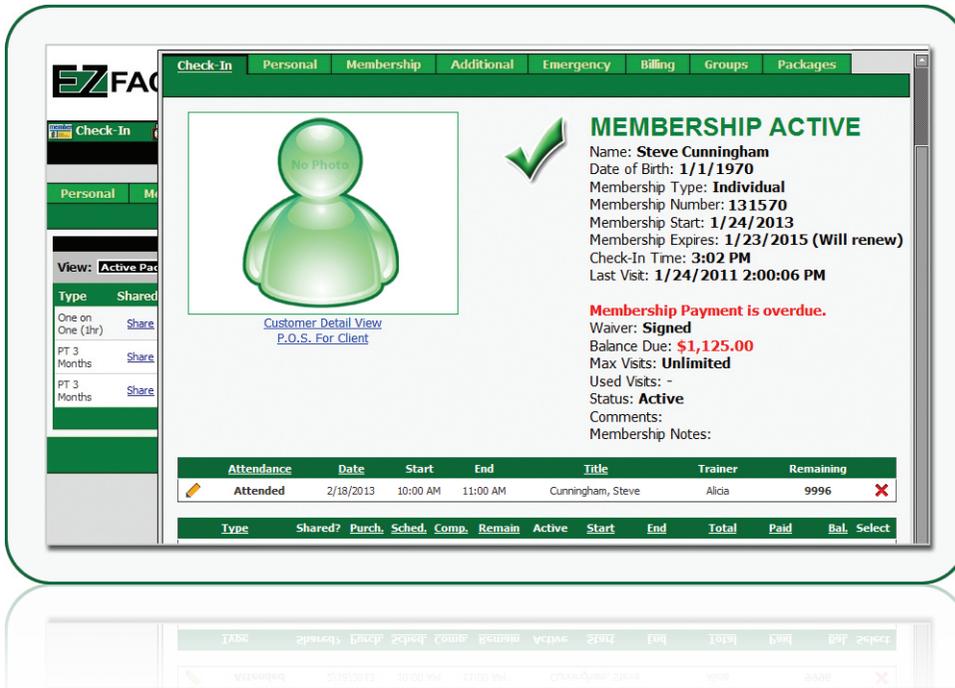
easy for coaches and players to stay in touch. EZFacility knows that easy access to these types of

3rd party products and services is one of the key factors that not only assists with a company's

success, but also sets them apart from their competitors along the way.

EZFacility is constantly evolving to meet and exceed the expectations of its clients. They have many exciting developments in the works for 2013 that will increase productivity and help even more businesses realize their potential. EZFacility makes the tools that are critical in helping fitness businesses achieve success now and in the future.

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



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# Nautilus® Commercial's Four For Core

## 4 Exercises in 4 Minutes

– Proven Results By Regina West



**Problem:** Modern life is demanding and ever more time constrained. People need a time efficient method - that works - for getting fit and staying fit. This is especially true in the core, the section of the body that often suffers the worst from physically idle hours spent behind a desk.

**Solution:** Nautilus® Commercial Fitness has rolled out their new Four For Core program. It's very simple: 4 exercises in 4 minutes, with scientifically backed results.

It is near impossible for one to argue, no matter how busy or unmotivated, that they cannot dedicate 4 minutes, two or three times a week, to their core fitness. Beyond the undeniable results that Nautilus® Four for Core brings to the abdominals, erector spinae and obliques, simultaneous cardiovascular benefits are also achieved from the simple, efficient system. The maintenance of physical effort and intensity throughout the circuit provides a blood-pumping cardio work-out.

Busy people around the world have long recognized Nautilus® as fitness equipment that delivers proper biomechanics and superior results. The Nautilus® exercise method was originally developed by revered fitness visionary Arthur Jones, who simultaneously engineered equipment that caters to the method, providing the most



efficient work-out known to man. Independent researchers have put the equipment to the test (alongside its competitors). Real scientifically backed results illustrate that while exercise fads come and go, properly dosed Nautilus® strength training has been proven effective time and again. So let's get real – real fat loss, real strength gains, real cardiovascular improvement, real “look in the mirror” results.

*4 exercises in 4 minutes –  
With Either Nautilus  
ONE® or Nautilus EVO®  
Selectorized Strength  
Equipment*

Using the well established and proven Nautilus® exercise protocol of 63 seconds per exercise (7 repetitions of: 3 seconds concentric, 1 second pause, 5 seconds eccentric) one can conduct the most effective core exercise on the planet in about four minutes. This time controlled set provides significantly more muscle tension in half the time compared to conventional exercise programs (3 sets of 15 repetitions followed by 30 seconds pause = 3 x 45 seconds = 135 seconds). The beauty of the Four For Core program is not only in the convenience and efficiency, but also in the minimal space required for the equipment. All you need is three machines - the Nautilus® commercial Abdominal Crunch, the Rotary Torso, and the Low Back. Nautilus® commercial offers the Four For Core machines in both their Nautilus ONE® and the Nautilus EVO® strength lines. Each of the lines features five pound weight increments, Optimal Strength Curve Technology™, Ergo Grip technology and a patented,

four-bar linkage system that directs the movement through its entire range. The Nautilus ONE® line additionally offers a revolutionary weight stack and patented dial technology.

*Four for Core - Another Innovative Idea From Nautilus® Commercial – WITH PROOF!*

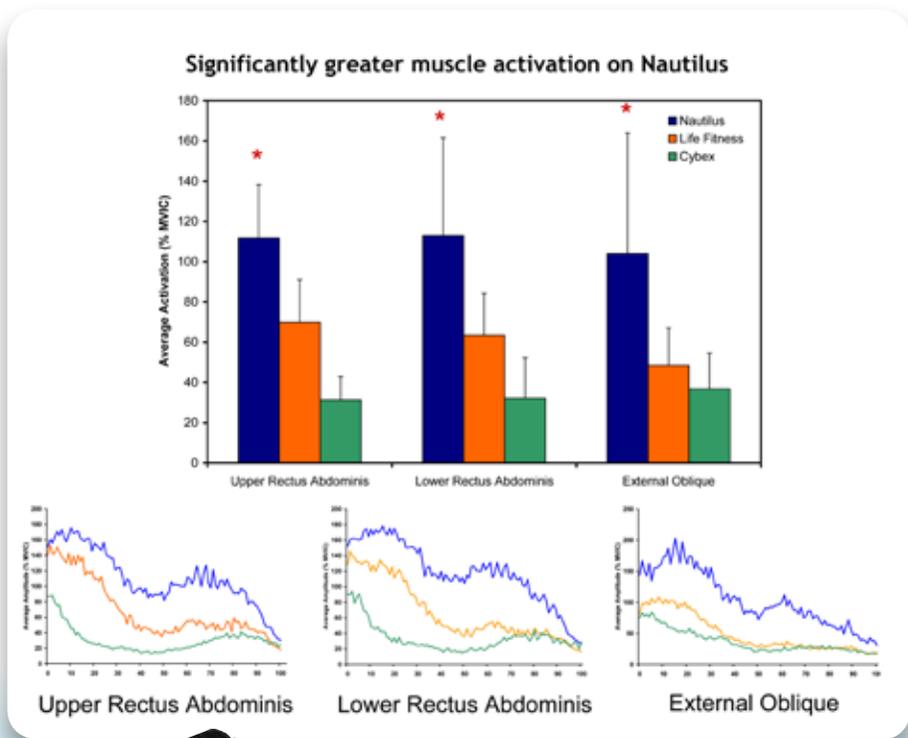
Need Proof? Here's one of numerous independent scientific studies finding Nautilus® equipment to give superior results. The National Academy of Sports Medicine Research Institute at the University of North Carolina, Chapel Hill, compared abdominal muscle activation of the Nautilus ONE® ab crunch to the units offered by Life Fitness and Cybex. The results speak for themselves - 44% more muscle activation than Life Fitness, and over 200% more than Cybex. (See study summary graphic.) The complete study details are available at [www.nautiluscommercial.com](http://www.nautiluscommercial.com).

The study's lead researcher, Dr. Michael Clark, expounded, "Commercial-quality strength equipment should be judged by biomechanical and muscle activation testing to ensure that results offer the safest and most efficient range of motion available."

"Nautilus One® proved, through extensive testing, that it far outweighs its nearest competitors. Nautilus® is once again leading the way in the circuit strength equipment market, a market that continues to release variations of what Nautilus® brought to clubs in the 1970s."

To find out more about Four For Core and Nautilus® equipment, contact Nautilus® commercial. Nautilus® commercial fitness provides interactive webinars that bring the showroom to you! Staff training is FREE, using either a webinar or a personal visit from a representative. Special lease financing available.

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# When Does It Make Sense To Use a Financing Broker?

by Chuck Lemar

Doing what we “do best” is a good rule of thumb in business... and maybe a good answer to the question of why, and when, to use a financing and equipment leasing broker.



For most businesses, looking for financing is out of the norm. Not what they do best, especially in the fitness industry. Fitness club owners take care of members. Provide members value for their money. Keep facilities at their best and head off the competition from stealing members. Rounding up money is not part of their daily routine.

And yet, financing is a big part of business. In one form or another, it is always about the money and generally the money is borrowed. Whether looking to add new equipment, freshen up a club or open a new club, it takes money to do so and in most cases, it is a lender's money...borrowed from banks, leasing companies or private individuals.

For some, lining up money on their own works okay. They have borrowing history with their bank or leasing company and may even have a personal relationship with their banker or lessor. Getting new money comes together without too much work or red tape. And with a few, their business is large enough to have an accountant on staff who works out financing needs....good place to be, for sure.

But for most, requesting money from a lender can be a chore so partnering up with a financing broker not only makes good business sense, but can make very good dollars and cents. It is naïve to expect the banker or leasing company to automatically give you their best terms and rates or to give you options if they decline your request. This is what good brokers do for you. Of course, picking the right broker, or loan facilitator, or business consultant or liaison is essential.

To be most effective for you, the broker must have experience in the fitness industry, certainly understand financing well and the broker must know the lenders that are active in fitness. For the most part, there are but a relative handful of lenders, especially commercial banks that do fitness business. The broker should know the lenders well and know what it takes to do business with them. Each lender has their own specialty when it comes to the borrower profile and the type of credit request they prefer. The broker needs to be an expert in lenders as well as lending. Helpful, too, that the broker knows the major fitness manufacturers as well as the various Brands in the fitness marketplace.

A couple of other very important broker relationship essentials are C&C: chemistry and communication... it is very important to feel good about your personal chemistry and your level of communication with your broker. To represent you effectively with lenders, the broker has to know you and your business very well. And tough questions often have to be asked especially if there are negative issues to be shared... and explained. Financial and credit issues are sensitive matters and require good C&C.

A good broker is also a good story teller. If you enjoy reading for pleasure, then you appreciate those who have the skill sets and imagination to write novels that captivate your attention. An author's ability to entertain you with the “who, what, where, when, why and how” of the story is the glue that keeps you from putting the book down. But, conversely, the writer's inability to

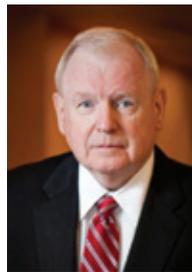
“tell the story” effectively can be “end of story”, long before you get to the end of the book.

The successful loan and leasing broker has to be a very good story teller, too. The more skill the broker has in presenting to lenders the “who, what, where, when, why, how and how much,” the greater chance he has to gain an approval for you. Certainly, the story has to be supported by a solid financial package, but before the lenders tackle numbers they need to understand clearly and succinctly what is being requested, by whom and be presented with all the reasons the request should be approved. Lenders will do their own due diligence on the nuts and bolts numbers, but it is helpful to tell them up front what is being requested. Keep in mind, individual credit analysts are measured by their track records: how many of their credit approvals went bad and how much money was lost. The safest decision for a credit analyst to make is a decline. The more successful credit presentations identify the business and credit negatives and address each in the credit write-up. Better to point out issues to the lender and provide explanations for them rather than having the lender un-cover the negatives and use them as reasons to turn down the request. The sensitive issues require good C&C.

Cost is certainly a factor in choosing a broker relationship.

Most often lenders provide the broker a commission for bringing them good business and as long as the ultimate cost of the financing is acceptable to the borrower, the commission paid is generally not an issue. Commissions are usually a percentage of the amount financed. The percentage varies from broker to broker and depends on the amount and complexity of the credit request. A fee of 1% to 3% is not unreasonable to expect. Some lenders, particularly banks, will not pay a broker fee and in those cases, the fee is negotiated in advance with the borrower. A good broker relationship easily earns the fee or commission charged and it is up to the borrower to accept the results achieved. Don't like the deal? Don't take it.

So when does it make sense to use a broker to get money? When you know finding money is not what you do best.



Chuck Lemar owns and operates Affiliates Capital and previously headed up Gold's Gym Capital, Cybex Capital and held financing positions with Transamerica, Textron and ORIX. He can be reached at [clemar@affiliatescapital.com](mailto:clemar@affiliatescapital.com) or at 978-400-1628.

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# Fitness Assessments: Your Undiscovered Profit Center

By: Rob Rideout, VP/Sales/MicroFit, Inc.

Thirty-seven years ago, I landed my first fitness assessment contract. I tested twenty police officers a day for three days, charging \$75 per officer. I earned \$4500 and realized I could make a good living providing this service. Ten years later, I co-founded MicroFit, Inc. and for the past twenty-seven years, we have refined our programs for fitness/health professionals to enhance their services and profitability.

## *Touring Your Facility*

A proper facility tour is critical in establishing your credibility. Here is a time-tested idea: Start with a complimentary “quick test,” usually blood pressure or body fat. A simple one page report helps to change your prospect’s mindset from the “fear of being sold” to: “How can I improve?” They will now be more receptive to your presentation!

Facilities often require assessments before members can start exercising. By adhering to this standard, you maintain a professionalism that sets you apart from those who don’t. One size does not fit all in your facility. Fitness assessments provide baselines so exercise recommendations can be tailored to each individual.

## *Reduce Your Liability*

A Fitness assessment can play a key role in identifying a “Red Flag” before a client begins an exercise program. It can save your facility from a costly lawsuit if it falls within the guidelines set forth by the American College of Sports Medicine (ACSM). Your compliance will create an atmosphere of confidence in the way you conduct your business.

## *Educate to Motivate*

Education plays an important role in retaining members! MicroFit provides useful, on-going fitness data. The goal is to motivate your members toward healthier lifestyles. The result will be increased participation, goals achieved, retention, and more referrals.

*“After a careful review of available fitness assessment software, we chose MicroFit, due to their excellent database features, simplicity of operation, and educational/motivational results presentation, as well as other factors such as the professional assistance they provide.”*

**Dr. Wayne L. Westcott, Fitness  
Research Director for Quincy College  
& the South Shore YMCA**

## *Building the P.T. Relationship:*

Fitness assessments create a professional relationship between trainers and new clients. Consider this approach: Offer an intro package with four 1/2 hr. personal training sessions. This introduces the trainer, who now has an opportunity to “audition for their business.” Selling a package with at least one fitness assessment will increase retention by setting realistic short-term goals in the beginning and by helping members to “jumpstart” their exercise programs. This offers real value for new clients and an excellent way to sell the benefits of having a personal trainer.

Should trainers give away fitness assessments? Absolutely not! Does your dentist give away free fillings and follow-up office visits? Why should it be different for a qualified fitness professional? I suggest you charge \$50 to \$75 per thirty-minute assessment. Bottom line: fitness assessment revenues add up fast!

*“I used the MicroFit FAS-2 system in our Health Coach Wellness/Vitality Center. Office visits went from 20 per week to 100 per week. This system is vital for establishing compliance, accountability and consistency. I highly recommend the MicroFit FAS-2 system for any fitness center striving to build a profitable personal training business.”*

**Aaron Lertzman, C.P.T.,  
Prime Fitness Consulting,  
Phoenix, AZ**

## *Standardizing Your Service*

Having a structured fitness assessment system in place allows you to build consistency into all your programs, making staff training much easier. This results in a testimonial portfolio based on your standardized fitness assessments, which also provides group outcome reports that you can use to negotiate with insurance groups and corporations for a piece of their wellness business.



With MicroFit solutions, you can confidently promote your services to doctors and other health professionals who will provide you with a steady stream of referrals

*"Most providers of healthy living programs try to offer the best results all the time. With MicroFit, in three separate associations, I have been able to provide complete new member interviews, expert assessments, and professional reporting from open to close, seven days a week. We are able to offer expert motivational tools, real goal setting, and can break down the barriers to exercise and help our members reach their goals."*

**Bryan Soper, Executive Director - YMCA in Hudson, Wisconsin**

#### *A Powerful Marketing Tool*

Use fitness assessments for community outreach. Health fairs, sporting events, and open houses are great venues. Offer free blood pressure or body fat screenings. Learn about each participant; provide them an attractive color report, as well as information about your facility. Invite them to visit you with a complimentary pass. This can also be an effective way to introduce your corporate fitness offerings.

#### *Boost Corporate Sales*

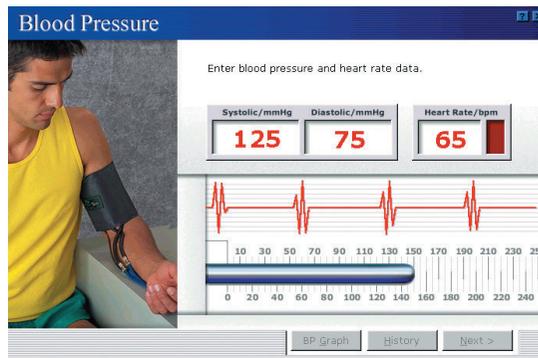
When approaching companies, you must be able to show results. Group fitness data can monitor employee progress. HealthWizard 5 software generates advanced group trend and other statistical reports that help employers identify health/fitness problems and to address them with your help.

*"Comprehensive Club Management (CCM Inc.) has benefited from the MicroFit Software for many years. Our company was one of the first to utilize this program in the Pacific Northwest. We use MicroFit in our Clubs and Corporate Fitness Centers. MicroFit has been a critical component of the service that we provide our corporate accounts; it has always been one of our most valuable Value Added Services, as perceived by our clients."*

**Wayne Westwood**  
**President CCM Inc.**  
**Past President of IHRSA**

#### *The Health Club - Health Care Connection:*

Fitness Centers are seeing more "boomers" joining, as doctors are prescribing exercise for disease prevention and management. Fitness pros offering standardized health/fitness assessments are uniquely positioned to partner with outpatient and rehabilitative healthcare services. With MicroFit solutions, you can confidently promote your services to doctors and other health professionals who will provide you with a steady stream of referrals.



*"MicroFit plays a vital role in establishing a starting point for our acute patients, athletes, and wellness clients alike. We realized this integrated system has the unique potential to add a whole new dimension of wellness and prevention to any fitness facility, bridging the gap between health care and health clubs."*

**Dr. Phil Santiago, Secretary-General – (FICS-Sports.org)**  
**Julie Lynn Scarano, D.C.**  
**Santiago Chiropractic Associates**

In summary, a properly designed fitness assessment program produces dividends. I briefly touched on several service/profit center concepts. From selling a membership with personal training; adding value to existing programs; limiting your liability; reaching out beyond your facility to attract new members or corporate clients; and forming strong alliances with your medical community; you can now have the tools to do the job right! The key is for you to leverage your investment in staff and facilities to increase your overall profitability. MicroFit, Inc. is proud of its record in helping health clubs and other organizations to become more effective in delivering fitness and other health related services in their communities.

*"Club One values our partnership with MicroFit for several reasons: 1) MicroFit's impeccable commitment to employee training/customer service; 2) the product is reputable and stellar for it's defined assessment protocols; 3) the presentation, in an integrated fashion is impressive to the consumer; and 4) their overall process allows for the fitness professional and the member to engage in a consultative interaction that sets a foundation for results and success for the new member."*

**Bill McBride, President and**  
**Chief Operating Officer for Club One**

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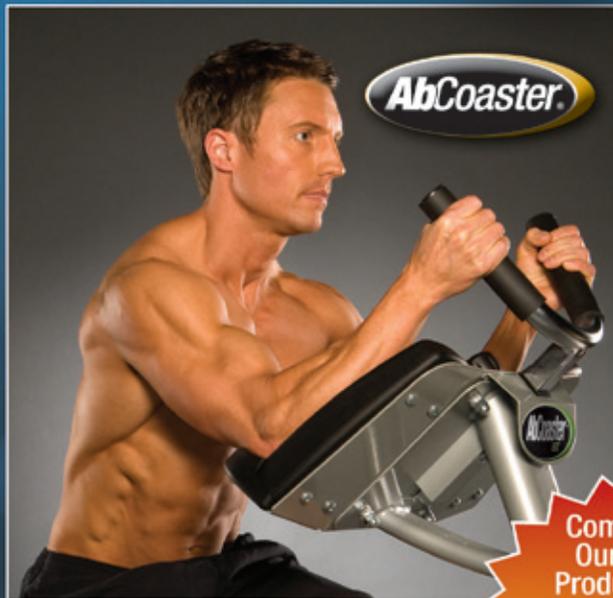


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# Fitness Trade Associations

## Do they really benefit you?

### Why belong?

Gary Hood, Global Fitness Association, LLC

It is true. There are people who join trade associations and never receive the support they need. I've always been told there are three types of people in the fitness industry: people who make it happen, people who watch it happen, and people who don't know what's happening at all.

So, what does a fitness facility do to ensure they have the very best possible chance for success? Here is the answer. Be better than the others by joining an association that will provide you with daily support and access to seasoned fitness professionals and all their resources at a cost that anyone can afford.

Don't be fooled by all the glitz and glamour, expensive books, trade shows, magazines, and outrageous annual fees some associations charge. You should be looking for an association that can provide you with true benefits - benefits that you can measure and count on from seasoned professionals who have been in the trenches, negotiated with the landlords, solved maintenance issues, trained staff, handled member problems and suggestions, come up with the promotions, solved

staff problems, designed the systems, forms, videos, negotiated with creditors, and more.

This experience and expertise is available; you've just been looking in the wrong place and spending your money to feel you're a part of something bigger. Remember, bigger doesn't always mean better. It probably means that you're just supporting an association that is more interested in your annual fees than helping you with your day-to-day challenges. If you've been down this road, then you'll understand what I'm trying to convey. If you're not a member of a fitness trade association, you need to be . . . but with the right association.

If you are a member of a fitness trade association, ask yourself the following questions and decide if you are really benefiting. When was the last time you spoke to someone about your day-to-day challenges? Is the information you received prepared by a seasoned professional or by an employee who has never owned a business or been in the fitness industry? Do you get the impression that your association is more concerned about money rather than helping you? If the answer is "yes" to any of these questions, then guess what. You're not benefiting! So start benefiting by contacting the right fitness trade association today.

Whether you're new to the fitness industry or a veteran, all of us need access to experts to discuss our special needs and challenges. Consultants in any field are a dime a dozen. But to find help and support from seasoned professionals, people who have been in the fitness industry for over forty years, that can be hard to come by.

This brings me to Global Fitness Association, a world class association that assists small to large fitness center owners, managers, and other fitness professionals. GFA is located in Incline Village Nevada, with Regional Offices in Rocklin, California, and Clayton, California. Created by several fitness

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professionals with over 40 years in the fitness industry, GFA has emerged as the number one resource in the industry.

After several intense years and the gathering of volumes of fitness information and hundreds of programming hours, Global Fitness Association has taken off and had its best year yet serving hundreds of clubs across the country.

As we all know, the fitness industry has gotten a bad rap over the years. Many people believe they can sign a lease, open the doors, and business will take care of itself. They think employees will know what to say and do, that there won't be problems. Not true, and that's where an association like Global Fitness Association can help.

In just a few short decades, many of us in the fitness industry have helped establish fitness and exercise as of way of life for the general public. However, it hasn't been an easy road, and, toward the industry as a whole, the public's perception has been far from favorable.

We are at an exciting juncture in our industry's history. We have the opportunity to transform ourselves by revamping our processes, systems, and culture around the demands of the competitive marketplace and club members. It is imperative that, as we do so, we become consistent with our commitment and core values, placing the club members first, acting with integrity, treating people with respect, being accountable, and raising our standards of performance and service. All which will enhance the perception of our industry.

Each of us contributes to the industry's success in our individual ways, but we also share a collective responsibility to "do the right thing" and reach out for help when we don't have the answers. That's where Global Fitness Association can help.

For only \$49.00 per month, you can receive the best resources and support to be found in the fitness industry.

Below are a few of our most popular features:

**Executive Assistant and Consultation Service** – Meet for up to two hours free every month with seasoned fitness professionals (40 years and counting).

**Online Video Training, Workbooks, and Testing** – Learn the best techniques for membership sales, service, leadership, and human relations.

**GFA e-Marketing** – Get your branding/advertising message out to prospective members at a price that can't be beat with access to over 250 million opt-in email addresses.

**Worldwide Travel & Transfer Privileges for your Members** – Post your fitness facility in our Travel and Transfer / Facility Locator for free. Participation is optional.

**AmeriDoc™** – Participate in a quality healthcare program for \$19.95 per month. Families can also participate for as little as \$29.95 per month (month-to-month pay as you go).

As a fitness industry veteran, I'm proud to be a part of this journey, and promise you that all of us at Global Fitness Association pledge our best efforts to assist all Global Fitness Association members in furthering their club operations, including staff training and education, and so much more.

Thanks to Cate Sundling, Gary Gresham, and Jim Phillips for contributing to this article. For more information about Global Fitness Association, contact Gary Hood at 775-298-1616, or email [gary@gfatoday.com](mailto:gary@gfatoday.com).

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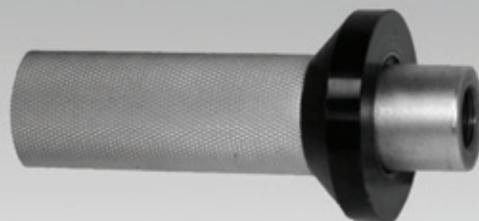
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