

# NATIONAL FITNESS TRADE JOURNAL

Winter 2013

The Industry Guide for Fitness Facility Management



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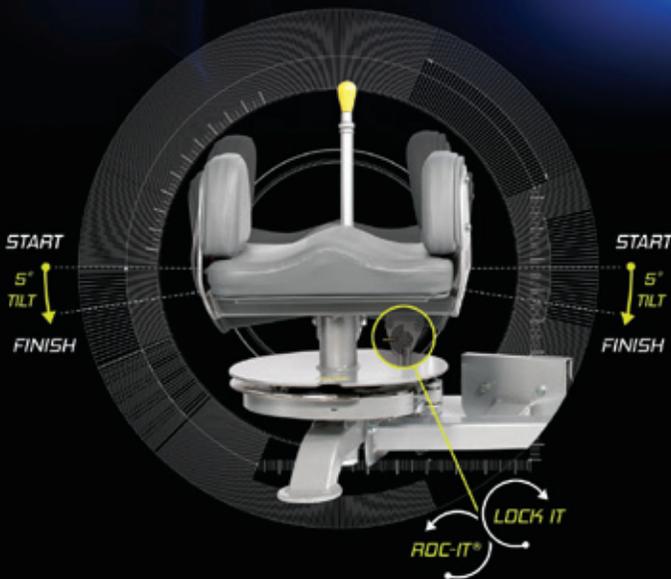
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# CONTENTS

## WINTER 2013

- 6** Engage Your Members with Interactive iScan2D Wireless Messaging and MyeScan Smart TVs
- 
- 10** REVOLUTIONIZE Your Space
- 
- 14** VersaRower and VersaPulley Uniquely Enhance Functional Training
- 
- 18** Hard Abs Made Easy
- 
- 22** Group Training... CrossFit... Boot Camps Injuries and Liability
- 
- 26** Mixing It Up With Your Elliptical
- 
- 30** The Total Package from Nautilus Commercial
- 
- 34** Creating a Cardio Circuit
- 
- 38** Centaur Presents: Cover Up
- 
- 42** Problem Customer Alert
- 
- 46** Clean&Green: How Equipment Cleanliness Can Boost Your Membership Strategy
- 

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# Engage Your Members with Interactive iScan2D Wireless Messaging and MyeScan Smart TVs



## Introducing an Easy-to-Use Software Platform that Empowers Club Operators to Engage and Motivate Members and Drive Sales

Digital signage makes a quantum leap with a unique system that is interactive, effective and measurable. Now fitness club operators can engage and motivate their members with a simple download of iScan2D messaging software, an inexpensive wireless router and cardio machines equipped with MyeScan Smart TVs.

With the easy-to-use iScan2D messaging software and MyeScan Smart TVs, no Internet or server connections are required. Facilities can pre-load and deliver their own customized promotional messages and advertising wirelessly to their members regardless of the TV channel they are watching. At the conclusion of each cardio session, members use their smartphones to track their workouts by scanning unique QR codes on the MyeScan TV screen or make instant product and service purchases with virtual “Buy” buttons displayed on their phones.

This dynamic new messaging system was developed by iScan2D Technologies president Sean McKirdy and Tony Garcia, president of MYE Club TV Systems, the industry’s leading fitness entertainment company. We asked them how this new technology benefits clubs and their members.

**What is the value proposition for the club?** McKirdy: “Club operators have a captive audience every time their members use a cardio machine. The iScan2D messaging system empowers clubs to motivate members to achieve their fitness goals, refer their friends and generate sales. The iScan2D software is simple to download, super efficient and easy to use. Custom messages are sent wirelessly to MyeScan

Smart TVs or OEM cardio equipment screens with our exclusive embedded Wi-Fi technology. Messages can be sent from any computer and modified at any time. Accountability is important so our reporting features measure the exact number of audience impressions and establish the reach, frequency and value of advertising sponsorships.”

**Are the iScan2D features only available on the MyeScan TV?** McKirdy: “The iScan2D technology developed for the MyeScan TV is also available to all fitness manufacturers to integrate with any cardio machine LCD TV or touch screen cardio display so everyone can access the value added features. We offer both software and hardware options to all cardio machine manufacturers that can enable our wireless messaging, instant purchasing, workout tracking and service diagnostic solutions.”



*For demonstration, text iscan to 68398 and download FREE Laya Viewer App then scan the screen with your smartphone.*

### Members can make instant purchases with smartphones?

Garcia: "In addition to special promotional offers and sponsored messages, the iScan2D software and MyeScan Smart TV technology provides club operators with the ability to offer an unparalleled interactive smartphone experience. This includes the opportunity for members to make club product or service purchases in real time at the conclusion of every workout by interacting with the messages using their smartphones. As an example, the purchase message at the end of a workout invites members to scan the displayed image and the virtual 'Buy' button appears on their smartphone."



For demonstration, scan the image with your smartphone.

**What about the workout-tracking feature?** McKirdy: "We are seeing a major shift in the industry towards what most people refer to as 'open platform' technology solutions. iScan2D provides a very simple open platform solution for workout tracking that can allow anyone to easily integrate data directly into the club's phone app or member portal. Data integration is very easy since our solution provides a way for club chains and app developers to have direct access to data by scanning a digital QR code on the exercise machine."



For demonstration, scan the image with your smartphone.

### Does the system promote social media engagement?

McKirdy: "Whether it's a club website, Facebook page or Twitter, the key to building your online community is keeping members engaged. The iScan2D messaging technology provides facilities with the opportunity to promote their preferred social media platforms during each cardio session. The member can now engage and connect immediately using their smartphone instead of having to go online at home after they leave the facility."



For demonstration, scan the image with your smartphone.

continued on page 8 >



### iScan2D Integrated Technology Enhances Cybex Equipment Performance and Maintenance.

"The iScan2D technology hugely benefits our customers by optimizing uptime and minimizing disruption for their members," Bill Domineau, V.P. Customer Service, Cybex explains. "Accessing information remotely through a smart phone makes it easy for a club with Cybex 770 Series equipment to provide up to date statistical data and diagnostic information direct to us for analysis. Having this information insures that when the service technician arrives they'll have the correct part on hand. It also provides a digital history of Cybex machine performance and usage statistics, which can help determine the appropriate preventive maintenance procedures and schedule that best serves our customer."

**How does the system help maintain club cardio equipment?** Garcia: "Club members demand that the cardio equipment they use is always working. MyeScan Smart TV technology provides the exclusive ability to access equipment usage and diagnostic information via iScan2D Diagnostic QR codes or the sending of diagnostic information wirelessly to any back-end system. Proprietary iScan2D technology is also available for OEM fitness equipment manufacturers to embed or integrate into their cardio machine screens using a small Wi-Fi hardware module."

A simple software download puts the power, flexibility and control of iScan2D messaging at the fingertips of club operators without the need for Internet or server connections. Membership promotional campaign messages and advertising are delivered wirelessly from any computer to cardio machines equipped with MyeScan Smart TVs. The campaign can be changed easily and at any time. Reporting features provide the accountability every business demands.

For more information, visit [www.iScan2D.com](http://www.iScan2D.com) or call 1-855-755-7226.



iScan2D Technologies LLC is a product development firm focused on creating innovative products, services and intellectual property serving the global health and wellness

market. As the commercial and consumer fitness markets move quickly to develop strategies to enhance member experiences using mobile devices, iScan2D Technologies is on the leading edge with products providing ease of use, scale and open platform opportunities. For more information, visit [www.iScan2D.com](http://www.iScan2D.com) or call 1-855-755-7226.

MYE Club TV Systems is a division MYE Entertainment Inc., an electronics design and manufacturing company based in Southern California, specialized in the development, manufacture and marketing of entertainment and communications products to enhance the member experience. Products include after-market MYE Digital LCD Televisions, MYE Wireless TV Audio Receivers and Transmitters and OEM integrated products for leading cardio machine manufacturers including Cybex, Life Fitness, Matrix, Octane, Paramount, Star Trac and StairMaster. To contact MYE Club TV Systems, visit [www.MYEClubTV.com](http://www.MYEClubTV.com) or call 800-779-6759.

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# REVOLUTIONIZE Your Space

*Fit Interactive® astonished the fitness industry with its emergence in 2008, the first truly interactive fitness equipment on the market. The technology infuses proven training principles with entertaining exercise platforms.*

Invented and endorsed by fitness experts, trainers around the world agree this equipment provides the perfect tool for engaging clients of all ages. The 3Kick, HeavyBall and JumpQ, enhance speed, agility, strength and provide an excellent cardiovascular workout. These games combine the three essential components of a successful exercise program -- full body functional training, fun, and variety. These revolutionary pieces of equipment use lights, sound, and a scoring system that engage the competitive spirit for all ages and fitness levels.

Experts agree: "Your Club can engage your members of all ages with a Fit Interactive area. Motivate



*your members to increase physical activity by using technology along with sound principles of movement. Fit Interactive offers the best in group fitness games to engage, to improve fitness and cognition, lose weight, socialize, and to have fun! From kids and teens to adults and seniors, the proven Fit Interactive Exergame programs*

*will encourage end-user well-being."*  
-- Ed Kasanders, CEO,  
Motion Fitness

*"FIT Interactive products are the perfect combination of fitness and gaming. While Exergaming is a growing trend, it is important to focus not only on the the gaming element, but on what products are going to allow the*



**3Kick** is a reaction trainer that enhances speed, agility and sensory perception while providing a great cardio workout.

**JumpQ** is a plyometric (jumping) game that enhances lower body strength and cardiovascular fitness, speed, agility, quickness and vertical jumping.

**HeavyBall** delivers effective upper and lower body strength and cardio workouts using medicine balls of varying weights.

participant to reach a high level of fitness. Whether you are focusing on core work with the Heavyball, Plyometric Training with the Jump Q, or with fast twitch muscle by striking the 3 Kick, you are in for a full-on WORKOUT!" -- Parker Johnson, Project Manager, Motion Fitness

Initially, Fit Interactive was incorporated in many YMCA's, NFL Play60® programs, and military facilities to create "kid zones." Inevitably, commercial health clubs began to see the value of including interactive fitness in the main fitness area.

The current trend in the fitness industry is toward "out-of-the-box" practices. The emergence of Cross Fit has impacted the fitness industry monumentally. Everyone today is fighting for the competitive edge and Fit Interactive is the perfect compliment to any facility.

People today are quite competitive and love the "cross fit" challenge. Providing customers with what they want ultimately gives your facility the advantage necessary to drive membership. Trainers continually need to keep training programs fresh and alive -- the sky is the limit with the versatility of the Fit Interactive products!

Now you can REVOLUTIONIZE your game; and, ultimately, you can revolutionize your business with an

interactive package configured specifically for your space. A Fit Interactive package can provide unlimited possibilities and training programs for trainers and staff to interact and connect with members.

*Jennifer McInerney, shares insight in CBI, August 2012: "Research shows that the overextended, multitasking Generation X (1965-1981) seeks a high-touch, high-service member experience. They make up 40% of our overall membership and most likely have money available for additional programming. They are attracted to that 30 minute group experience because of their busy schedules and they like the social community. Generation Y (1981-2000) has been experiencing high unemployment and does not have a lot of disposable income for personal training so they are drawn to a group setting. Both groups make up 53% of our members and join to stay healthy and in shape. I believe we can capture more and retain this group with what Fit Interactive has to offer by simply revolutionizing your space!"*

*Parker Johnson, Project Manager of Motion Fitness weighs in on the "spacing" subject: "Space is always at a premium when it comes to Exergaming. The best products are those that can be multi-generational, not take up as much space, while people still get a great workout in.*



*Specifically, with the FIT Interactive products, you have the ability to put them against the wall, in the middle of the room, or even in the corner! No other products out there offer you a wide variety of activities, while also being a space saver."*

Fit Interactive is committed to continually improving its products. Extensive research and testing have resulted in significant enhancements over the last several years. One of the most significant upgrades is the positioning of the lights on the 3Kick. The new placement substantially improves its functionality and durability.

"We are extremely proud of the fact that all of our parts are manufactured and assembled in Franklin, Pennsylvania" says Michaela Salvitti, now the sole proprietor of Fit Interactive. Proud of the line's production and success, she is passionate about the fitness industry and the continual evolution of Fit Interactive.

Always looking ahead for fitness solutions, Michaela sees an even brighter future with new products on the horizon as well as new generations of the current line. All this being said, no doubt Fit Interactive is on the leading edge of interactive fitness while being the driving force behind engaged fitness for multi-generations of clients.

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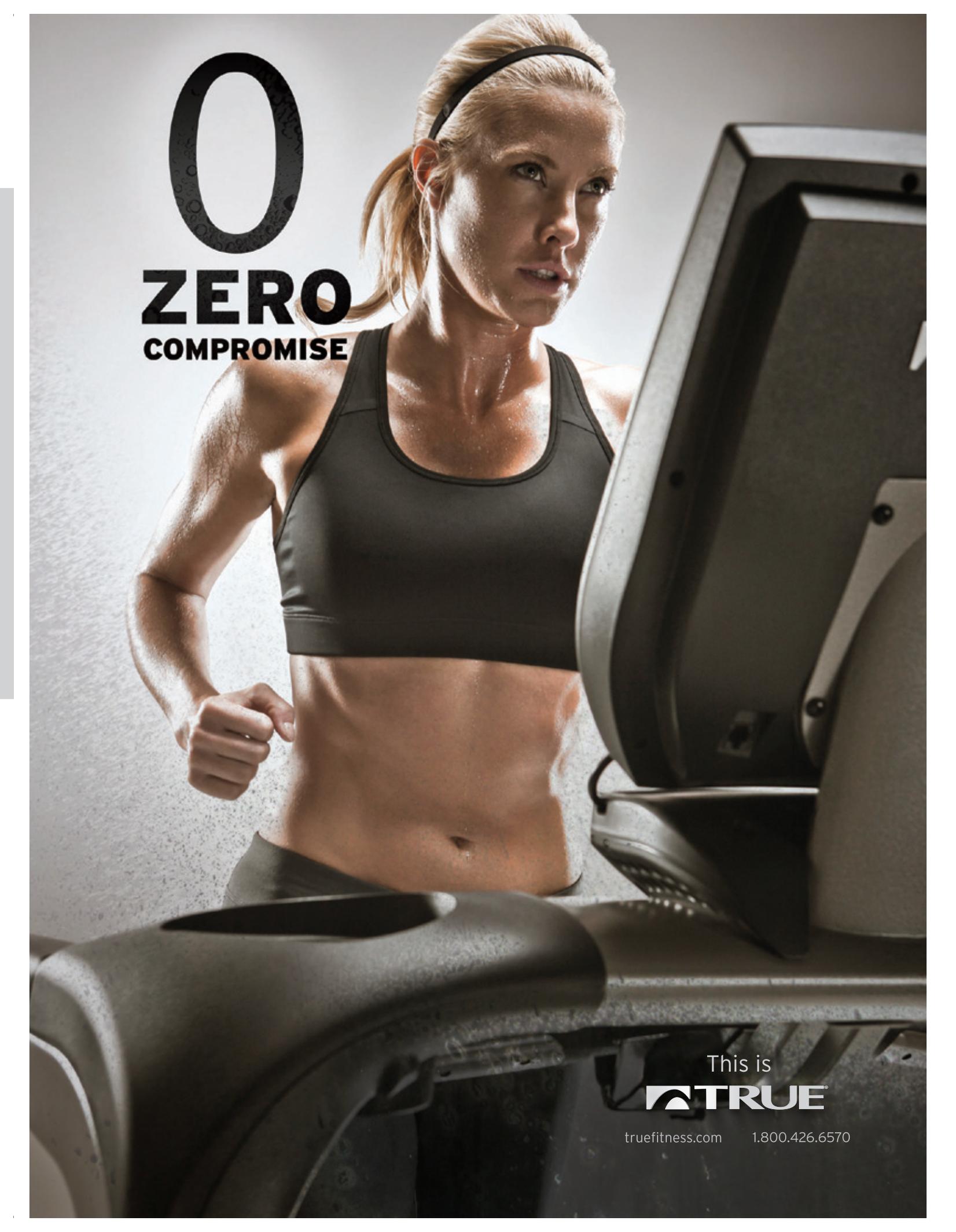
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# VersaRower and VersaPulley

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Best known for its signature total-body climber, VersaClimber now offers health clubs and training facilities new, valuable ways to distinguish themselves, add variety and equip personal trainers and members with optimal functional training with its unparalleled VersaRower and VersaPulley.

### New and Improved Rowing Exercise Machine

The VersaRower is unique from traditional rowing machines because its fully automatic resistance adjustment instantaneously matches the capability of the user, from a four-pound force to a 400-pound force. Rather than resistance coming from air, water, hydraulics or friction, the VersaRower's resistance is generated by an exerciser accelerating the flywheel during the pull stroke, and then having to decelerate the flywheel during the pull-back stroke.

At the end of the pull stroke, the machine pulls back at a similar force that was applied by the exerciser during the pull stroke. Therefore, the user's body is resisted through the entire range of motion, and all major muscle groups are loaded both concentrically and eccentrically to his/her individual capacity, resulting in significantly more efficient, effective workouts.

For feedback, an Inertial Power Unit (IPU) display measures the power, exerted by exercisers. This number is directly proportional to horsepower, or the energy exerted by an exerciser to overcome the inertial resistance of a flywheel.

Because of the accommodating resistance, along with the low-impact, rhythmic, total-body nature of the exercise, any level user can benefit from the VersaRower.

### Functional Rotary Training

For distinctive functional strength training, the Club VersaPulley is a high/low pulley and combines speed, power and functional mobility through any range of motion with accommodating inertial resistance at any speed.



Portable VersaPulley

The key is the patented MV2 technology, a gravity-free resistance system that uses flywheel rotational inertia with an infinitely variable cam to store energy that is provided by the exerciser during the concentric contraction, and then to release this energy to the exerciser to dissipate during the eccentric contraction. Similar to the VersaRower, the pull energy an exerciser exerts is duplicated during pull back stroke.

There is no "sticking point" or place where the resistance feels heavier, such as that experienced with conventional free weight and selectorized machine exercises. MV2 technology allows maximal resistance all the way through the movements via the cone cam and responsive resistance.

"VersaPulley is the most versatile and most practical technology ever developed," said Mark Verstegen, M.S., CSCS, and the founder of Athletes' Performance. "It provides a wide variety of exercise and training activities to meet various performance goals."



And, for simplicity and time efficiency, there is no need to pull a pin to change a weight stack; add or remove plates or elastic bands; or adjust hydraulic, pneumatic or electrical resistance. All club members can take advantage of this equipment with its simple Wrap On-Wrap Off technology that automatically generates a custom force to match the user's strength.

### Ultimate Convenience Anywhere

For ultimate portability and space efficiency, the VersaPulley also comes in a wall-mounted option, and users can customize the speed to force ratio by selecting one of four settings. And for workouts outdoors, on a court or on a gym floor, the Portable VersaPulley is lightweight and can be quickly set up, with three settings for the speed to force ratio. Both machines deliver the same four to 400 pounds of resistance of the traditional floor model, and can be used for a multitude of exercises, including arm curl, lat pull down, squat, vertical row, lateral raise and trunk rotation.

When it comes to ease of use, effectiveness and variety, the VersaRower and VersaPulley are unmatched. Health clubs and training centers that floor these machines find that they help meet the needs of beginning exercisers, youth, Baby Boomers, workout fanatics, athletes and seniors like no other equipment available today.

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# Hard Abs Made Easy

## Absolutely Amazing

In 1990 Health Club Owner and Personal Trainer Don Brown was looking for new techniques to teach his clients and attended an Arthur Jones Nautilus training seminar. Jones, the iconic inventor of Nautilus took the industry by in storm in the '70s. The premise of the Nautilus Machines was to isolate and work specific muscle groups while exercising. Brown considered this concept four years later, as he sat in his office, trying to determine how to help club members who were constantly telling him about the terrible neck and back pain they experienced while doing sit-ups. "When people do abdominal crunches," Brown said, "they often put their hands behind their head and pull up, thereby putting strain on their neck. I wanted to design something that would isolate the abdominal muscles and help users perform a crunch with perfect form without putting their hands behind their head." One thing Don knew for sure was that club members love doing Ab work and if he could give them a better way he'd have a hit!

Sitting at his desk, Brown began twisting and bending a paper clip until he created a simple, single-piece "rocking chair" design that he believed would work. He went to Home Depot and bought some electrical conduit, a pipe bending tool, duct tape and foam. He cut, twisted, taped and formed until he had a full sized, functional prototype, exactly as he envisioned and had modeled with his paper clip. Then he went back to work, hid his invention under his desk and summoned some select clients, one by one (confidentially, of course), to test it out and give him feedback. Everyone loved it!

An extensive patent search proved that nothing like it was on the market, so Brown quickly got to work; he filed for a patent, located a "pipe bender" and an upholsterer, and made 50

complete "Ab Trainer" products, which could sell for \$100 each. Then he headed off to a fitness show in October of 1994, with prototype in hand, and the frenzy began. Brown's 10' x 10' booth attracted the largest crowds at the show, and he immediately received inquiries and licensing offers from the biggest players in the industry.

Soon after, Brown's Ab Trainer® product became a hit health club and infomercial item, with sales quickly exceeding \$200 million. But he was not alone in his success. After Brown's patent issued in 1996, a total of 27 companies were knocking off his product, five of whom were running infomercials simultaneously with his, with the rest selling their knock-offs straight to retail stores and clubs. Brown sued each and every one of them, and won (or successfully settled) every suit. But not before he made a number of them – and himself – multimillionaires. "Because my invention was so unique, we were able to obtain very broad patent coverage. "Today," he says, "if it's called an Ab Roller®, Ab Sculptor®, Ab Toner®, Ab Trainer®, Ab Revolutionizer®, ProTrainer®, or any "Ab" –type product that rocks...you can bet my patent covers it."

At the end of the day Brown's simple Ab Product sold over 10 million units and generated over \$1 BILLION in sales around the world. "I always tell people, when they ask me the secret to my success, that simplicity is the key. My product was simple. And it worked. No gimmicks. Excellent quality. Fair price. I knew my market and I knew it would sell."



## Absolutely Essential

The market Brown was referring to was the AB MARKET. Its no secret that club members and consumers love Ab Products, Ab Articles and Ab Information. Plain and simple people equate FLAT ABS with FITNESS. It was true when Brown invented the Ab Roller and its true today. In fact, a recent IHRSA study revealed the top 10 activities members participate in while at your club. Ab Machines specifically are number 6 on that list! There is no denying that people want to work their abs!

Because of Don's success as an inventor people began to come to him from all over with their ideas. Brown has seen it all but one in particular caught his eye. A fitness enthusiast out of

Texas brought Brown and his team an idea for an Ab Machine that worked from the BOTTOM UP. This was intriguing on many levels but specifically it was the first of its kind. All other ab machines work from the TOP DOWN - or mimic the crunch in some way.

After working with the inventor to redesign the concept and make it workable, Brown became a co-inventor and the Ab Coaster was born. Don and his team launched the Ab Coaster at the IHRSA trade show in 2007 and once again it was an immediate hit! Today the Ab Coaster can be found in over 6000 health clubs (including most major brands) in 30+ countries around the world. It is also used by all branches of the US Military, Professional Athletes, and hundreds of major universities.

Knowing that commercial success can often lead to an infomercial hit, the Ab Coaster team decided to once again take their simple ab machine to the airwaves. And once again it was a hit generating over \$100 Million in sales to date! When asked why they would want to put a hit commercial fitness product on TV, Ab Coaster Vice President Sean Gagnon replied, "The commercial and consumer markets go hand in hand. Having a product that is a commercial success legitimizes the consumer product. Often times people view infomercial products as gimmicks. I'm sure many are but as fitness professionals ourselves we always make sure we put out a product that works! The consumer market also gives a tremendous exposure and familiarity to health club members when they see the product in the clubs. It's a perfect fit."

Gagnon is not alone in this view as many top health club products have also been infomercial smash hits. To name a few - Total Gym, Bosu, and Zumba!

## Absolutely Simple

Its true that there are many ways to train the abs, just like there are many ways to train any muscle group. However its not true that all methods are effective and more importantly that all methods are SIMPLE! Remember when Brown said the key to his success was SIMPLICITY. Again, he is right. When you consider the average member of a health club they are looking for simple effective exercise that they can do successfully. Again looking at the IHRSA study, it cites some of the top reasons that people quit the health club or do not join in the first place. One of the top reasons: They would not or did not feel comfortable!

In 2010 Ab Coaster found itself in the finals of a very prestigious fitness equipment competition - the FIBO Global Fitness Award Competition. With over 60 entries in the contest the finals came down to Ab Coaster and another now very well known piece of equipment. When the judges announced the winner they stated that the 2 products in the finals were very effective. However, one was very simple and the other very complex. They said that at the end of the day they believed fitness was meant to be simple and Ab Coaster won the award for the most innovative piece of fitness equipment in the world that year.

The Ab Coaster is one of our most popular pieces of equipment. It is so different from any crunch machine or Ab machine, It is totally unique and it stands out in our club. I personally use the Ab Coaster and I also highlight the Ab Coaster on our club tour.

*Ryan Besch, Member Service Coordinator,  
Snap Fitness, Glenwood, GA*

We use the Ab Coaster as part of our conditioning program and our players love the way it provides a complete abdominal workout quickly and effectively.

*Garrett Giemont, Conditioning Coordinator,  
Pittsburgh Steelers*

Our members love the Ab Coaster. It isolates your core in a way the traditional supine exercises just won't be able to do. The oblique workout is the greatest.

*Robyn Pearce, Waukesha YMCA,  
Waukesha, WI*

Its great to teach people many of the new and progressive forms of exercise but only once they are ready to receive it. If you start someone off with that or push it as the ONLY way to train you are sure to lose them. People Love Simple. Case in point - look at all of the amazing things that treadmills and ellipticals can do now a days. What do most people do - hit QUICK START!

The Ab Coaster meets all of Browns keys to success when it comes to fitness equipment. The product is simple, it works, it's gimmick free, and it offers excellent quality at a fair price. Its no wonder that following the same model, Brown and his team have created another hit for the fitness industry.

Gagnon states, "Over the years we have worked very hard to position our products as much more than a simple commodity in the club. We show owners how to use them to sell memberships, sell personal training and keep their members happy." With over 15 years of success they are clearly on to something. Over the course of 2013 Gagnon will share with National Fitness Trade Journal exactly what he means in upcoming articles.

*You can learn more about the Ab Coaster at [www.abcoasterclub.com](http://www.abcoasterclub.com), or contact us at [sean@abcoaster.com](mailto:sean@abcoaster.com), or (866) 219-5335.*

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# Group Training... CrossFit... Boot Camps Injuries and Liability

Without question, the latest trend in fitness over the past few years is the development of various forms of small group personal training. SGPT is proving not only to be an extremely effective way to deliver the exercise experience to our members, but it also increases retention providing a more profitable bottom line to the clubs and the studios that embrace the small group training concept.

Small group training can come in many different styles and forms and many gyms today utilize the SGPT concept as their primary or even exclusive means of delivering fitness. CrossFit Gyms, Boot Camps, and studios like Core Power Yoga are all experiencing increased growth and profitability by focusing on SGPT. The method of utilizing the talents of a single facilitator to train multiple participants benefit both the facility and the member. A member can experience the advantages of personal training at a reduced cost and the club or trainer can finally break the monetary restrictions associated with the “one member, one trainer” concept. The latest crop of fitness entrepreneurs are also discovering that they don’t need to go out and borrow \$3,000,000 to open a gym when they can open one or several extremely profitable SGPT studios for less than \$100,000.

With all of the advantages that small group personal training provides, there is one potentially negative aspect of this delivery system that needs to be considered. Many of the training methods used in SGPT often involve apparatus that increase the probability of injury to the participants. Strained backs due to improper lifting technique while trying to flip a tire...a member whacking another fellow member in the head with a kettle bell...members falling into other members while attempting a burpee for the very first time...members suffering heat stroke because they did not hydrate are just a few examples of the types of claims we are seeing with increased

frequency. Some gyms even have their members use a 12 pound sledgehammers to beat on an old tire while another member is conducting pushups just three feet away.

Trainers are becoming increasingly more “creative” with their training techniques in the SGPT environment. Having members engage in tandem maneuvers involving exercise bands and medicine balls can be fun and effective, but it can also be a recipe for injury when one party doesn’t know what the hell they are doing. Trainers will also sometimes modify a piece of equipment in order to create a different workout technique. Most of the training is very effective and generally safe; but I think you can see how some of these new training methods can border on dangerous.

There are two things that increase the potential liability exposure in a CrossFit type of environment. The first is that the member is probably subjected to one of the most intense workouts that he or she has ever experienced. Heart rates are elevated and muscles and joints are challenged to levels that take some getting use to. Members are pushing themselves harder than they would ever possibly do on their own which is a good thing. However, there is often a fine line between a challenging workout and a workout that brings the member to a point where they are vulnerable to injury. The trainer needs to be able to recognize when a member has reached their limit or if the member gets to a point where they become a danger to themselves and the participants around them.

The second area of potential liability exposure is that although small group personal training can involve several participants, the member is still obtaining a “personal training” experience. What I mean is that the member still relies on the trainer to provide guidance and instruction on proper exercise technique. Even simple exercises like a kettle bell swing or flipping a giant tire can result in an injury if the member is using an improper technique. With one trainer facilitating a workout with a dozen participants, I think you can understand how it would be improbable for that trainer to spot a problem with someone using improper form. If that member ruptures a disc or blows out a knee you can bet that the plaintiff attorney will drive home the idea that the trainer

failed to recognize or should have recognized that the member did not receive proper instruction from the professional trainer.

There are several horror stories that come out of these intense group training environments. Exercise bands that are controlled by one member while the other member engages in an opposing run or lunge, and then the anchor member lets go or the band slips and the engaged member is sent flying...a member who was performing a simple jump over a plastic one foot hurdle only to trip while jumping over it causing the hurdle to flip over and become impaled into the member...a member losing her grip on a kettle bell swing sending a 6 pound object into the side of the head of a fellow member. The stories go on and on and maybe you have one of your own...I would love to hear from you.

Despite the potential increased liability exposure of small group personal training, I am still a big fan of the concept. Most of my new clients are opening these types of facilities and my existing clients are modifying their gyms to create a group training environment. Almost every gym in the country now conducts some type of "boot camp" and some of these camps are held off site. If you are engaging in any off site

training, I recommend that you contact your agent to make sure that your liability insurance extends away from your premises.

Small group personal training is here to stay and again, I am all for it. I am hoping that club owners and trainers embrace this profit center with the knowledge that it can come with potential problems if not properly facilitated and monitored. Just be aware of the liability exposures and discuss risk management solutions with your staff to ensure the safety of the participants. Even something as simple as letting everyone know before the workout that they are going to be pushed in the class, but that it is up to them to know where their own personal limitations are can be an effective risk management tool. You should also make sure that your liability waiver is up to date and that every participant and guest sign it.



*If you have any questions or comments, I would love to hear from you at [ken@theinsuranceguy.com](mailto:ken@theinsuranceguy.com), or call (800) 668-2340.*

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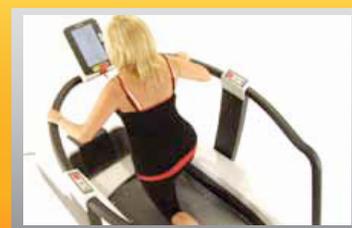
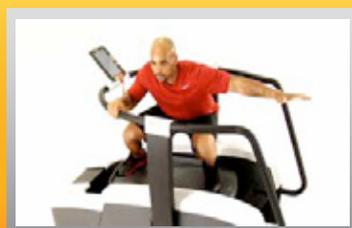
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# MIXING IT UP With Your Elliptical



reminder of what they are supposed to be doing. The Motion Man muscle lights show the muscles you are principally using during each exercise.

On TRUE's advanced Touch Screen display, visuals guide you through the instructions along with actual workout visuals completing each exercise.

Who wouldn't jump at the chance to integrate variety, a complete total-body workout, plus a personal trainer into an elliptical cross-trainer? TRUE Fitness does just that with the unique, effective and inspiring mix3™ program available only on the space-efficient TRUE Core Drive™ ellipticals.

## What is mix3™?

mix3™ is a cross-training workout that gives users the most exercise for their training time, both lower-body and upper-body. It's TRUE's version of the personal trainer to coach users through a total body workout that will shape and tone every major muscle group.

mix3 takes the elliptical user through a sequence of exercises that is slightly different each time they use the workout. The duration of each exercise varies between 30, 40, 50, or 60 seconds. On LED/LCD displays, the message center gives the user detailed instructions on how to exercise. From there, the TRUE "Motion Man" provides a constant re-





**2** Variable mix3™: Available on the TRUE LCD and Touch Screen displays, this instructs users through the following exercises randomly:

- 1. Stride Forward:** At a moderate workload, using exercise arms mainly for balance
- 2. Stride Forward and Push Arms:** Actively push your arms on each forward stroke.
- 3. Stand on Side and Pull Arms:** Step off of the pedals and place your feet on the side steps. Pull your arms on each back stroke.
- 4. Reverse Stride and Bend Your Knees:** Step back on the pedals and stride backwards. Bend your knees to maximize your leg muscle usage.
- 5. Stride Forward and Lift Your Heels:** Maximizes calf muscle usage.
- 6. Stride Forward and Pull Arms:** Actively pull your arms on each backward stroke while pedaling.
- 7. Stand on Side and Push Arms:** Step off of the pedals and place your feet on the side steps. Push your arms on each forward stroke.
- 8. Stride Reverse and Lift Toes:** Step back on the pedals and stride backwards. Lift your toes to increase quadriceps muscle usage.

### Why is mix3™ unique?

Motivation to climb on that elliptical and get to work can sometimes be a challenge. The beauty of mix3™ is that it not only pushes users to stay on track with each random exercise, it provides a distraction by placing their focus on each sequence, making time fly by. It really is like having someone standing there coaching you through each random exercise. mix3™ keeps both the body and mind fully engaged in each new and subtly different workout.



There are 3 different mix3™ workouts available on TRUE ellipticals:

- 1** Basic mix3™: this workout provides the following random sequences of exercises: Forward Stride and Push Arms, Stop Striding, Stand on Side Steps and Pull Arms, Reverse Stride and Bend Knees

**3** Custom mix3™: Available on TRUE Touch Screen displays only, this is the ultimate in customization so that users can match their workout to fit individual and specific goals. At the touch of a button, users can choose their favorite mix3™ motions and the length of time for each. In any mix3™ workout, users can adjust their workout intensity over 16 levels.

*mix3 is just one of the ways TRUE Fitness continues to deliver superior products, service and support to fitness users. For more information on mix3 and TRUE ellipticals, treadmills and bikes, visit [www.truefitness.com](http://www.truefitness.com), or call 1-800-426-6570.*



**Ken Reinig**  
President



**Tiffany White**  
VP of Sales & Marketing

## ANNOUNCING!

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

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

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

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# Nautilus® Commercial - Attractive, Strong and Smart - The Total Package

## Nautilus Commercial Fitness Equipment - Made In America

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

Med-Fit Systems' CEO, Dean Sbragia illustrated some of the benefits of manufacturing Nautilus® commercial equipment in the USA. "Bringing manufacturing back from China and into our Virginia facilities made sense on so many levels. We were able to demonstrably improve the function of the products... and to offer custom color frames to suit our customers' design schemes... The decision to bring our equipment manufacturing back to the U.S.A. not only created more domestic jobs, but it also allowed us to warrant better quality and shorter lead times for our customers. All functions are now under one roof - engineering, design, prototype, production, QC, and distribution. We have control of the process and thus are able to implement and ensure that our quality procedures are stringently adhered to."

Sbragia elaborated on one of the qualities that sets Nautilus® commercial equipment apart from its mostly overseas produced competitors - the ability for virtually limitless color customization, at a reasonable price and with a swift turnaround. Gym owners and commercial facilities are limited only by their imaginations in creating their company's branding on the American-made Nautilus® commercial equipment. Frame color on cardio (and also shroud color on new 10 series cardio) and frame and upholstery color on strength equipment can be customized to suit the buyer.

It was in February of 2010 that Nautilus®, Inc.'s commercial assets were purchased by Med-Fit Systems. Immediately thereafter, the process was initialized of moving the manufacturing of F series strength products, ellipticals and treadmills back from China to the USA. In quick succession, the engineers at Med-Fit's Nautilus® commercial division developed and introduced the single and dual stack Freedom Trainer, the NOVA and EVO strength lines, the K2 vertical climber and 10 series cardio. With the addition of all of these new products, Med-Fit Systems provided a large number of new jobs in Independence, Virginia and in various locations across America.

Nautilus® commercial's 300,000 square foot Independence manufacturing plant has also just added a new, one million dollar Trumpf 3030 flatbed laser. The 31,000 pound German engineered /made in the USA flatbed laser complements the existing automated tube laser and robotic welding machinery in the modern facility. Concurrent with the purchase of the new laser, Med-Fit Systems, Inc. announced the hiring of twelve additional manufacturing associates as well as adding to their sales force.

"Worldwide demand for our products is strong" stated Sbragia. "The addition of the new machinery and personnel will allow us to accommodate growth and produce even higher quality products. Our new 10 series cardio and innovative K2 vertical climber are major contributors to our growth, and the new Trumpf laser enhances our ability to expand both our strength and cardio production capability."

## WHY U.S. MANUFACTURED PRODUCTS ARE BETTER

- Total Control Over Design/Prototype/ Manufacturing Testing Equals Superior Performance
- Dramatically Decreases Out-of-the-Box Failure Rates
- Shorter & More Consistent Lead Times
- Creates More Jobs for Americans



## Nautilus® QUICKfit Powered by Apple – Fit For Each Other!

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

### The System Works Because Nautilus® Equipment Works.

Specific muscle isolation with proper variable resistance adaptations provides appropriate muscular stress throughout the entire range of motion. Patented variable resistance cams, four bar linkages and axis of rotation accommodation ensure the client of maximum muscular challenge with minimal chance of injury.

Clients see and feel the results, which means better member retention and greater referral income! Clubs worldwide are maximizing their strength product purchase power by partnering with Nautilus® and Apple!

The Nautilus ONE® and EVO® strength lines feature Optimal Strength Curve Technology™ and Ergo Grip technology, ensuring smooth resistance and proper muscle loading through the entire movement and providing complete and independent arm movement enabling a natural, user-defined path of motion.

## Nautilus Commercial ONE® Line – Flagship Strength

DIAL “ONE” for unprecedented results

Introducing the Nautilus ONE® line, the next generation of single station strength. Nautilus ONE® equipment combines a revolutionary new weight stack technology with the most intuitive and user-friendly selection method ever created: a dial.

The outcome is a line of equipment that finally brings single-station training into the 21st century.

These machines are genius in their simplicity.

- Patented weight stack technology - a rack of plates, stacked side-by-side
- Turning the dial engages “hook” mechanism to select desired weight
- Fewer pulleys and belts than current weight stack technologies, no guide rods and no weight stack pins
- All of this results in a smooth, plate-loaded workout feel from a selectorized machine



## Nautilus Commercial EVO® Line – Best Selling Selectorized Strength Line

### Optimal Strength Curve Technology™

You have to feel it to believe it. Nautilus EVO® equipment adapts itself to the way the body moves-instead of forcing users to adapt to the machine. The patented, four-bar linkage system directs the movement through its entire range for better, quicker results.

**Durability Is A Given.** Industrial-grade components, 2” x 4” steel frames, and superior construction go into every machine we build. Nautilus® Commercial equipment even meets GSA qualification standards. Nautilus EVO® features a patent pending 5 lb. increment weight stack, which is perfect for slight strength gains and ideal for newcomers, women and the elderly. A proprietary pin design limits pilferage and misuse liability.

**It Moves the Way Your Body Moves.** Driven by Nautilus’ four-bar linkage system, cam design or a combination of both, this unique technology dynamically matches the body’s potential increases and decreases in strength. Users get immediate, smooth resistance and proper muscle loading through the complete range of motion, leading to unprecedented results.

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Each year, over 100,000 people die as a result of an infection, and that figure is growing at an alarming rate. More than 70% of the bacteria that cause these infections are resistant to at least one of the drugs most commonly used to treat them. Persons infected with drug-resistant organisms are more likely to have longer hospital stays and require treatment with second or third choice drugs that may be less effective, more toxic, and/or more expensive.

Nautilus® Commercial uses antimicrobials treatment that is EPA registered (EPA Reg. No. 83129-1) and extremely effective against mold, fungi, algae and most harmful bacteria.



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- Does not cause adaptive microorganisms

To find out more, contact Nautilus® commercial.

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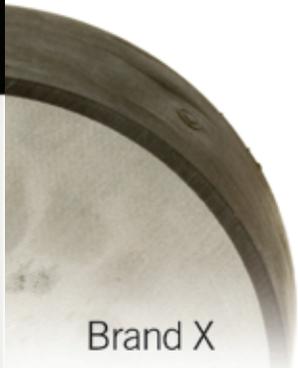
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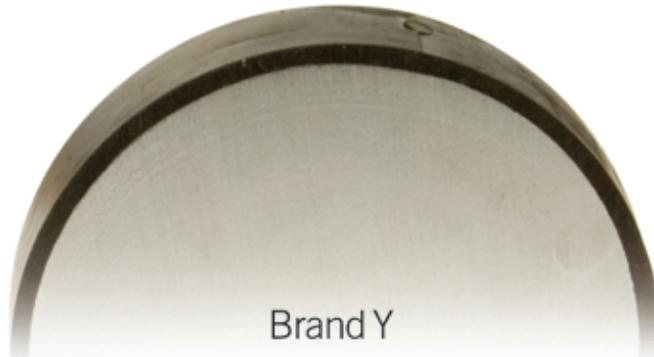




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## Creating a Cardio Circuit

**Jacobs Ladder is a very unique piece of cardio equipment. One that is virtually essential in the construction of any commercial fitness facility.**

*"I would not even think of opening a gym without a Jacobs Ladder!"*

**Tony Gray**

The Rush Fitness Complex  
Knoxville, TN

There are two things that are consistent with the cardio areas in a gym, TV's and waiting lists. Why? The Truth: Cardio exercise is boring. Get on a treadmill, set it on Manual, set it for 30 minutes, put in your iPod and watch TV. It is not only a boring routine but a client's fitness level will quickly

plateau. Yet, in the strength area of a gym, no one stays on a machine for 30 minutes, there are no Wait Lists and few TV's. The evolution of workouts has led to an environment where cardio exercise is expected to be

boring. But it need not be. Cardio exercise should be as exciting and motivating as strength exercise. Cardio Circuit Training is now starting to catch on. It not only keeps your workout interesting but it ensures the development of different muscle groups, aerobic capacity improvement and full range of motion.

In order to create a CARDIO CIRCUIT, combine a treadmill, an elliptical, a bike and a Jacobs Ladder. Spend 5-10 minutes on each piece consecutively. Keep track of performance on each piece to set up the clients parameters.

The client will feel better about the workout, it will



reduce the boredom, they develop all lower body muscle groups over a full range of motion and their progress improves.

As part of that circuit, Jacobs Ladder offers a unique, engaging exercise that provides for full-body, functional workout with full range of motion. Not only does Jacobs Ladder represent a great way for fitness enthusiasts, professionals and athletes to train, but it offers the ability to objectively measure the user's progress. One of the most essential part of any training program is the ability to offer feedback to the client on their progress. Sometimes, the progress is visual. However, many times, in order to keep the client motivated, the trainer must find a more sensitive indicator on actual cardiovascular and strength endurance. Of course, there are other methods of measuring performance. On strength machines, the progress is simple to measure. Measure the amount of weight and reps and the client understands that they are getting stronger. However, when it comes to overall fitness levels, the problem becomes more complex. The reason is that so many machines offer the ability to 'cheat'. This may fool the trainer or the client into thinking they are improving, when in fact, they are not. There are also ways to measure progress that high impact on joints and lower back. However, since Jacobs Ladder places

the user at a 40 degree angle, thereby taking stress off of the lower back, it offers a low impact way to measure progress. Jacobs Ladder also offers almost no way to 'cheat'. The user is forced to lift their body weight over a 12" step. This way, the user can measure their progress by simply keeping track of the number of feet climbed over a specific period of time.

Keeping clients motivated has long been a challenge to trainers universally. Feedback is a key element in that motivation. Jacobs Ladder is a great way to measure that progress and offer that feedback. Ron Hemelgarn agrees, "It is a great way of showing our clients how they are doing over a short period of time."

*"Obviously Jacobs Ladder is a great workout, but it is important for our new clients to realize their fitness level when they first come in. So, we put them on Jacobs Ladder. It is the best testing device I have ever seen. Then, every month we bring them back to show them how they have improved. It is definitely something that you need in every club and the reliability has been phenomenal!"*

**Ron Hemelgarn**

Hemelgarn Enterprises  
NFTJ Lifetime Achievement Award  
Winner – 1998  
1996 Indy 500 Winner  
2000 Indy Car National Championship

Training continues to evolve. The move towards functional, body weight training that takes stress off of vulnerable areas like the back and knees has become a larger part of Personal Training. Jacobs Ladder has fit perfectly into that niche. Once Jacobs Ladder is introduced to a client, they get hooked, mainly because they feel the intensity where they should, in their muscles, not their joints!

*"Jacobs Ladder is by any comparison the BEST piece of cardio equipment out there. Gyms everywhere are doing an injustice by not having at least one...."*

**Jay Barton**

Applications Consultant

*"Bob makes not only the best piece of exercise equipment for training athletes he provides exceptional service."*

**Brian Hankyle**

National Fitness Products of  
Canada

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For more information on Jacobs Ladder you can either visit their website at [www.jacobsladderexercise.com](http://www.jacobsladderexercise.com) or call their toll free number at 1.866.697.4100. You can also visit their newest product, *The Biggest Loser Ladder* at [www.biggestloserladder.com](http://www.biggestloserladder.com).

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*Want Happier Members? Want More Sales? Give Your Members What They Want.*

*“Our members love the AbCoaster! It is one of our most popular and most used pieces of equipment. I always highlight it on my tours with new guests who tell me they want to work on their abs. It’s a great sales tool!”*

*— H. Rhodes, AnyTime Fitness, Texas*

*“The Ab Coaster is constantly being used at our club. The members love the Ab Coaster. They tell me all the time that this is the best Ab machine ever.”*

*— M. Frank,  
Planet Fitness, Florida*

*“We show the Ab Coaster to every club tour and it has found its way into nearly all circuits, workout routines and personal training. This piece of equipment has been a Game Changer for us, a Member Retention Machine!”*

*— D. Romine,  
Snap Fitness, Missouri*

*“My members really love the Ab Coaster – I bought 4 units and should have bought more!”*

*— G. Johnson,  
Golds Gym, Georgia*

*“We have bought hundreds of Ab Coasters for our Clubs. Our members and trainers love them.”*

*— R. Hemelgarn,  
Super Fitness, Ohio*

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Serving as the University's basketball arena first and conference center second, special attention was paid to protect the maple basketball courts in Johnson Coliseum. Before any event, plant and facilities professionals spent hours rolling out the floor protection that was covered in wine and dirt stains and torn from chairs and high heeled shoes from previ-

ous functions. However once laid out, the rolled floor covering provided little in the way of overall flooring protection, and gaps between the sheets caused tripping hazards. In 2010, in order to present a clean and safe facility for commencement, the decision was made to replace the old rolled floor protection, with its stains, indentations and surface cuts.

The recreation directors began to research options for flooring protection products that would not wear, puck or stain easily, were quick and easy to setup and were aesthetically pleasing. Gathering numerous samples, including new rolled products and heavy rubber puzzle piece tiles, and traveling to product demonstrations, the Recreation and Facilities members were won over by Cover Up, as the giant-size tiles made setup a breeze, provided unmatched protection and could be easily cleaned of scuff marks, dirt and debris.



Cover Up provided the necessary protection to avoid damage to the maple court flooring during nonbasketball events, minimized preparation and setup time for functions, and improved the arena acoustics. Get more out of your gym floor when you cover it with Cover Up. Cover Up's giant-sized, loose laid carpet tiles are easy to handle and offer functional, beautiful protection against wear and tear from scuffing and scraping, grit and gravel, tables and chairs.

Cover Up is anti-slip, resistant to staining, incredibly durable, and provides a temporary multipurpose floor. Its backing keeps floors clean, and there is no need for adhesives or tape.

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# PROBLEM CUSTOMER ALERT

By Gary Hood, CEO, Global Fitness Association, LLC

Okay, so I've got this consulting client. Let's call him "Jimmy." He's a really successful businessman and club operator, but DAMMIT! He's a total pain in the ass! The reason is that he'll only take my advice after arguing with me for like an hour. Hey - it's his dime and all, but still. That gets old. Whatever. Anyway, I was talking to him last week and I told him the best way to generate guest traffic and a bunch of goodwill in his marketplace is to do something REALLY COOL and DIFFERENT. And naturally, he starts arguing with me. So I decided to shut him up forever. I told him that I'd PROVE this works and that if I'm right, he's got to publicly admit defeat in this publication and buy me a case of Champagne. (Dummy forgot to even ask what kind of champagne, ha! Naturally I'm gonna find the most expensive kind possible.) Anyway - here's how I proved him wrong . . . but before I get started, let me wish each of you a happy and prosperous 2013.

As we head into the New Year, you've got to be asking yourself, just like Jimmy did, "Is there a better way to run my operation? Are there better ways to get guests to walk through the door?" After being in the fitness industry for over 40 years, I've seen a lot of things - many that made me shake my head and wonder what the heck some of you were thinking. Yes, there is a better way to do a lot of what we do on a daily, monthly, and yearly basis. As I've said before, there are no crystal balls. I wish there were. But during these uncertain economic challenging and changing times, you can choose to do nothing or you can choose to become a better business manager. The choice is yours. As you head into 2013, it is more important than ever to analyze where you have been and where you are heading. Ask yourself a few questions while reading this article and decide if you've been letting the negative information hitting the airways and print media influence your decisions as a business owner. Do you have all the resources you need to be successful?

You've got to stop making excuses. We've all experienced people like Jimmy, bless his soul, but as business owners and managers, there is a better



way. We're great at identifying problems and arguing about the way it should be or was, but we're terrible at coming up with real solutions.

So, what does a fitness business do to ensure it has the best possible chance for success? Here is the answer. Be the best you can, open to new ideas, make a few changes in your operation, and get involved with a company that can help you. Let me tell you about my organization, Global Fitness Association. Whether you're new to the fitness industry or a seasoned veteran, you can't go wrong with access to the following popular resources and more.

All of this for \$49.00 per month, and you can quit any time you choose. And in case you're wondering, ninety-eight percent of our members are still with us. Jimmy included.

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### Look What Jimmy Had to Say...

"Don't know how you did it, but you do it day-after-day. I would highly recommend that individuals in the fitness industry align themselves with GFA because they really know their stuff, including their taste for champagne."

- Jimmy, Palmer, MA

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There you have it, something Really Cool and Different. The strategies you learn

and practice now will serve you now and in the future.

If you know of any ridiculously expensive champagne, let me know.

A special "Thank you" to hundreds of fitness center owners, managers, and other fitness professionals for making Global Fitness Association their number one resource in 2012. "It was our best year yet!"

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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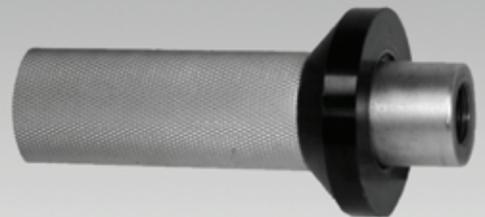
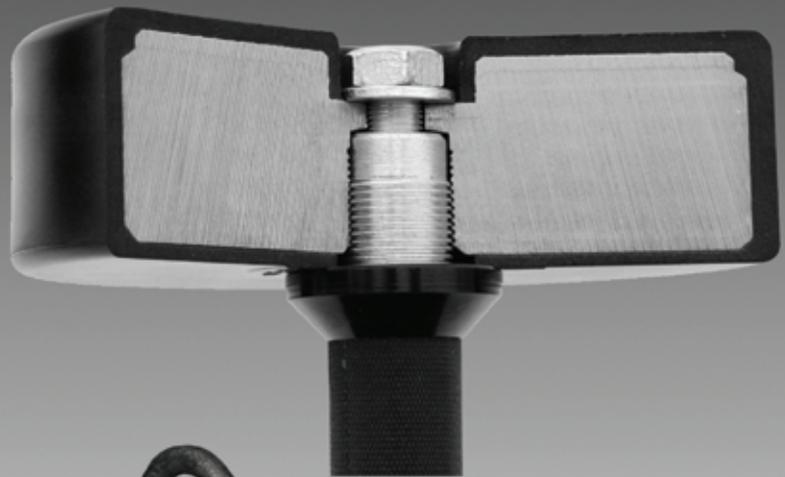
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# Clean&Green:

## How Equipment Cleanliness Can Boost Your Membership Strategy

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

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

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

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

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

### Four reasons:



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

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

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

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



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

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

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

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

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



### About GymValet®

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

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

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

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

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