

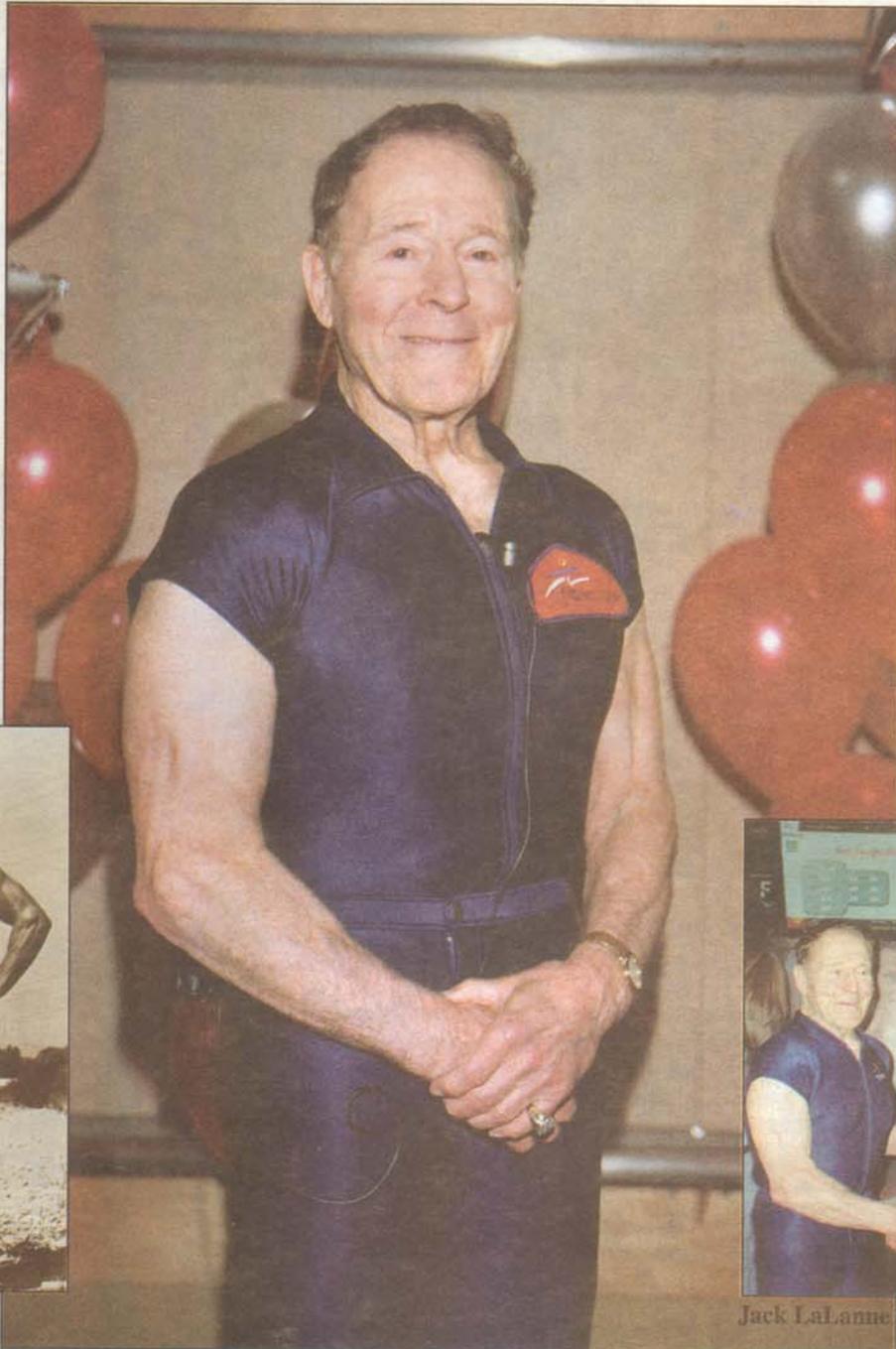
Norm Cates

THE Club Insider NEWS

The Pulse of the Health, Racquet & Sports Club Business

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Jack LaLanne 1954



Jack LaLanne and Ray Wilson • IHRSA 2000

Jack LaLanne The Man - The Legend

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THE Club Insider

NEWS

The Pulse of the Health, Racquet & Sports Club Business

Jack LaLanne - The Man - The Living Legend A Terrific Interview With The Man That Started It All

By Norm Cates, Jr.

San Francisco, CA.- Thomas Edison brought us the light bulb. Alexander Graham Bell brought us the telephone. The Wright Brothers brought us the airplane. Bill Gates brought us Windows.

All of these American pioneers hold permanent places in

world history. And, so does Jack LaLanne.

Meet the "Godfather of Fitness", the one and only, Jack LaLanne. Jack LaLanne, has promoted fitness to more people than any person in history. His amazing career includes health club ownership, a 34-year career of 5-day per week television training shows, an extensive speaking career and numerous product devel-

opment ventures. His amazing story spans seven decades!

LaLanne, born in San Francisco on September 26, 1914, is now 85. In 1936, at the young age of 21, he opened the nation's first health club on the 3rd floor of an old office building in downtown Oakland, California. His rent was only \$45 per month, but he almost went broke because people thought he was a 'kook.'

He fought through the stereotypical images about weightlifting, exercise and fitness that existed during that era to emerge as the #1 fitness promoter of all time.

A Troubled Youth In The Beginning

I interviewed Jack LaLanne at the IHRSA Conven-

tion in San Francisco and he recalled his beginning in fitness, "I was a sick, weak kid when I was 14 years old. I was about 30 pounds underweight. I was hooked on sugar. I was a complete sugarholic. I'd eat a quart of ice cream, then I'd put my finger down my throat and heave it up. I had an uncontrollable temper. I had headaches every day. It was just incredible. (See LaLanne page 4)

IHRSA 2000 - A Monster - A Special Report

15,000 People From Over 40 Countries Attend The Largest Club Convention and Trade Show Ever!

By Norm Cates, Jr.

The first Convention and Trade Show for what was called IRSA in the beginning (The International Racquet Sports Association) was held 19 years ago in Las Vegas. The event brought together for the first time the members of the National Tennis Association and the National Court Club Association. It might be stretching it if I said 500 people attended. The merger of the Associations for tennis and racquetball (NCCA) was the bright idea of Rick Caro. Caro had the distinction of serving on the Board of Directors for both NTA and NCCA. An odd thing happened to Caro, prompting his idea. He was attending an NTA Board Meeting and pulled from his briefcase what he thought was the agenda for that NTA Board Meeting. He did not realize until the 4th item on the agenda had been discussed, that he had the NCCA Board Meeting Agenda in hand instead of the NTA Agenda. This experience illuminated in

Caro's mind the common ground that both organizations shared. Neither Association was thriving. In fact, both organizations were performing poorly from both a financial standpoint and frankly, from a performance standpoint. He became convinced that the two groups could merge and a stronger, more results-producing organization could be formed. However, Caro felt that just because he thought it was a good idea, did not necessarily mean that others would agree. He hand picked a group of his fellow Board members to attend an exploratory meeting to discuss the common ground both groups shared and the feasibility of a merger of the two Associations. From the National Tennis Association Caro selected veteran club owners Dale Dibble and Todd Pulis. From the National Court Club Association Caro selected Jennifer Michell, Peter Donahue and yours truly, Norm Cates, Jr. The result of the 9 hour meeting held in Chicago in 1981 was that all 5 representatives agreed with

Caro and recommended the merger to our respective Boards. A meeting was set for Caro's office in New York City a month later. At that meeting, IRSA, The International Racquet Sports Association was born. The word Health was added to the name in 1994 And, the rest is history.

A Monster

This year marked the first time that the Association held special Spa Business and Fitness Business Conferences simultaneously with the Club Convention and Trade Show. The Conferences were loaded with educational opportunities and the Trade Show was gargantuan and drew huge crowds all three days. Over 400 of the world's leading suppliers of products and services exhibited and sold their products. And sell they did! One company head told me his sales team sold \$2 million in product!

One highlight of the Convention, among many, was when General Colin Powell, USA (Retired) received IHRSA's Person of the Year Award and gave an incredible Keynote Speech. He clearly lived up to his reputation as the "Number 1 Speaker in America." Powell mesmerized the crowd of over 2,500 as he recounted events in his 35-year military career. The most memorable part of his presentation was when he told the crowd about his meeting with the USSR's Mikael Gorbachov. At

that meeting attended by U.S. Secretary of State George Schultz, Powell, Gorbachov and an interpreter, Powell shared his astonishment when Gorbachov announced that he was ending the Cold War and was going to have the Berlin Wall torn down. He also shared his experiences during Operation Desert Storm. General Powell is an avid supporter and Board Member of The Boys and Girls Clubs of America and shared his vision for our country. This writer has attended every IHRSA Convention for 19 years and heard every Keynote Speaker and in my opinion, General Colin Powell was by far the best of them all.

IHRSA Honored Its Own

In addition to General Powell's Award, there were a number of Awards presented to IHRSA Members during the Convention. Honored were Cecil Spearman the recipient of IHRSA's Distinguished Service Award, Joe Moore who received the President's Award, David Bradshaw won the single club Manager of the Year Award and Ralph Rajas won the multi-club Manager of the Year Award, Maria Delvizio was honored as the Fitness Director of the Year, Joe Diemer of Franco's Athletic Club received the IHRSA/Keiser 50-Plus Programming Award, Andrea Biernbaum of Newtown Athletic & Aquatic Club won the

IIEH Wellness Best Practice Award in the U.S. and Dorian Dugmore of Adidas U. K. Wellness won the IIEH Award in Europe, the Sales Team of the Year Award went to the Maryland Athletic Club and Wellness Center, the first ever Tennis Community Development Award sponsored by Tennis Corporation of America went to the Racquet's Edge Health and Community Centers in Essex Junction, Vermont and the Wisconsin Athletic Clubs got the nod for the Racquetball Programming Award.

Global Industry Summit

This year's Global Industry Summit focused on the impact of new technologies and the Internet on fitness industry growth. Speakers included Chuck Martin, Chairman/CEO, Net Future Institute, Tom McCoy, Senior Vice President and General Manager for the Business to Business Division, Polar Electro, Inc., Keith Camhi, Co-founder & CEO, FitLinxx Interactive Fitness Network, Lee Hillman, Bally Total Fitness and Mark Mastrov, Chief Executive Officer, 24 Hour Fitness.

Investment Leaders Confer On Growth Investment Opportunities For The Fitness Industry

A high-powered group of private equity fund investors, bank lenders and analysts discussed... (See IHRSA 2000 page 13)

Inside The Insider

- Building Desire On The Tour
- 10 Best Customer Service Techniques
- New Twist To Marketing Boosts Club's Response Rate
- Life Fitness And Netpulse Announce Alliance
- GetFit.com Teams with E-Zone

...LaLanne

continued from page 3

My folks had a hell of a time with me. I was in school and was a trouble maker. I had failing grades. When I was 15 they took me out of school for six months, hoping something would happen. During that time I attended a health and nutrition lecture by Paul Bragg and that did it. I gave myself to fitness then, just like somebody giving themselves to God. Bragg said, 'If you obey nature's laws you can be born again.' That was what I wanted to do. I wanted to be born again. I wanted to have a nice body. I wanted girls to like me. I wanted to be an athlete. Paul Bragg was a vegetarian and after hearing him speak, I became a strict vegetarian for 7 years. I cut out all white flour and white sugar products and joined the Berkeley, California YMCA. The rest is history. In order to cut out sugar, I had to pray. I said, 'Dear God, I need help. Help me!' You know, there is nothing, sex or drugs or booze, nothing more addictive than sugar! Do you know how many people are hooked on sugar?"

After that nutrition lecture Jack LaLanne went back to school a changed kid. He recalls, "When I returned to school everything began to change. People didn't recognize me. My whole personality changed. My temper left me and I began to get good grades. The first week I went onto my vegetarian diet my headaches went away."

I asked LaLanne about his first workout days. He replied, "I went to the Berkeley YMCA. In those days they had no equipment to speak of. There was wrestling and swimming. I joined the swimming team and I learned to wrestle. I became a champion wrestler and could have gone to the Olympics in 1936 if I had not opened my health club. I was just a 15 year-old kid when I started working out. After a swimming workout one day I saw these two

husky guys. I had never seen muscles like that in my life. They were lifting these weights with a handle on them. I saw them working out and said to myself, 'Geez, I've got to try those!' They kept the weights locked up in a box and these two guys were the only two people that had a key. I said 'Can I use those weights?' They said, 'No, you're too young. You'll hurt yourself!' I said, 'If I can beat both of you guys in wrestling, will you give me a key to that box?' They laughed at me, Ha, Ha, Ha, but, I beat 'em both! One of the guys turned out to be my lifelong friend, Ernie Green. So, I got a key to that box and every night or two I'd take a weight home with me. I'd take them down to the foundry and have patterns made and after a couple of months, I had my own complete set of barbells and dumbbells. That is how I got started. Then I started inventing equipment. I had a chinning bar, dip bars, climbing rope and slant board."

LaLanne continues, "I got Grey's Anatomy Book to learn the workings of the muscles. I continued to study the body in school and became a champion athlete. I had a gym in my back yard when I was a senior in high school. I had firemen and policemen working out and was using them as guinea pigs. I'd start off by taking down their age and measurements and then I'd set each of them up on a program. Every 30 days, I'd take their measurements and modify their programs. By age 17, while I was in high school, I had about 15 guys out selling Jack LaLanne products. We'd sell whole wheat bread and cookies my mother would bake. The whole wheat cookies were made with honey, not sugar. We sold honey by the 5 gallon container. We sold a lot of products just like the multi-level stuff they have out there now."

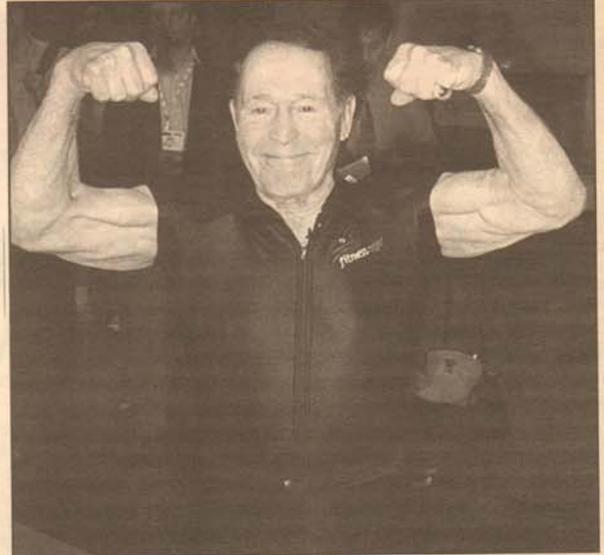
On To The Health Club Business!

LaLanne continues, "In 1936, at age 21, I opened my first health club right in the middle of

downtown Oakland at 409 15th Street. Even though I was paying only \$45 per month rent, I was going broke. People were staying away from me like I had AIDS and Syphilis! The newspapers picked up my story. Here I was a champion athlete and champion wrestler. I was noted for my body building. I had the big chest and little waist. I was lifting a lot of weights in those days. The paper wrote that Jack LaLanne was a nut, a crack-pot. He's got women working out with weights, he's got old people working out with weights and he's got athletes working out with weights. In those days it was a complete NO-NO for an athlete to lift weights. I knew some athletes from the University of California that wanted to work out on weights so I gave them my keys so they could workout at night without their coaches knowing about it. If the coaches found out they would kick them off the team! The reputation of weight lifting in those days was that it would make women look like men and that it would make guys impotent! That's the truth. The whole thing was a fight, a real battle boy. So, when I opened my first health club in 1936, nobody was coming. To survive and pay my \$45 per month rent and other expenses, I had to become a part-time massage therapist."

(Writer's Note: LaLanne laced this interview with witty comments and humorous anecdotes. The interview was attended by Jack's lovely wife, Elaine. Over the years, Elaine has written a number of books on health and nutrition. A couple of times during the interview, Elaine would remind Jack of something he may have left out and he would immediately respond with a one-liner such as the exchange that follows. The razor sharpness and quick wit of this 85 year-old man is remarkable.)

Elaine LaLanne said to Jack, "Tell him about Trader Vic!" Jack quickly responded, "I will honey, if you won't intrude while I'm interrupting!" He then went on, "I was massaging a guy named Vic Bergeron, the Founder of the internationally famous restaurant chain, 'Trader Vic's'. He said to me, 'Jack, the people are not coming to you, so you've got to go to them!' Everybody knew me. I had this 48" chest and 28" waist and was breaking all kinds of records. I was a strict vegetarian. That made me a crackpot in the eyes of many right there! So, I'd go to Oakland High at noon and the kids would just taunt me. I'd pick out the fattest kid and the skinniest kid in the crowd. I would



Jack LaLanne At IHRSA 2000

introduce myself and I'd get their names, address and phone numbers and at night, I'd go to their homes. How many parents want to have a fat or skinny or screwed up kid? If I visited 50 kid's homes, I'd sign up 50! In those days I had a lot to learn. I'd work them so hard that a lot of them would get sick. But, boy we got results! I took 108 pounds off of one kid in 10 months. I'd put 40 or 50 pounds on some of the skinny kids. Just turned their lives completely around. I'd tell them what to have for breakfast, lunch and dinner. I'd tell em 'I want that hair cut. You are going to be leaders, not followers!' If they missed one workout I was on that phone to find out why! I insisted that they go to college. Some of them are doctors and lawyers today. I told them, what good will your muscle be if you're a failure in life? Kids want discipline. PRIDE and DISCIPLINE. That is the key to everything. If you've got pride and discipline, you can't fail! What takes more pride and discipline than working out with weights and being on a strict program of nutrition? This goes into every facet of our life! We did such a good job with their kids that pretty soon their fathers were coming. And, we did such a good job with the fathers that pretty soon their mothers started coming too. They would say to me, 'Jack, can you take me at 3 in the afternoon? Don't tell anybody I'm coming.' I had a special studio for the women, one for the kids and one for the men. I didn't provide any co-ed facilities at that time."

An Original Equipment Inventor

LaLanne began to invent equipment not long after he joined the YMCA. He developed a number of familiar pieces of ex-

ercise equipment that are today commonly found in health clubs. LaLanne recalls, "After studying Grey's Anatomy and going to chiropractic school, I began to invent exercise equipment. For example, I invented a leg-extension machine to help rehabilitate my leg that I had injured playing high school football. I invented the first weight selector. I was the first one to have an incline bench in my gym. I would draw up what I wanted to build and had a blacksmith to build it by hand."

A Television Pioneer

Jack LaLanne was an early pioneer in television in 1951. He recalls, "What really got the ball rolling was when I went on television. I could preach my message of nutrition and weight training and really reach some people. I serviced over 200 of the top markets in the United States for 34 years. Then for about 15 years we were on the Armed Services Network so people in Europe and around the world saw my shows. Television was a great tool for Jack LaLanne's Health Clubs. From the meager beginning as a 21-year old health club owner, Jack LaLanne built one of the largest chains of health clubs in American history which included a name licensing agreement with Ray Wilson's European Health Spas. I asked LaLanne, "How did television impact your health club chain?" He responded, "It was fantastic. I never spent one nickel on advertising during my early years of television shows."

HEALTH CLUB LEGEND RAY WILSON COMMENTS ON JACK LaLANNE

We contacted another (See LaLanne page 16)

Norm Cates' **THE Club Insider**
NEWS
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• NORM'S NOTES •

I want to take just a quick moment to tell all of you that I had a chance to see and speak with at the recent **IHRSA Convention** that it was great seeing you! And, because the Convention and Trade Show has become so big, I just want to say 'HI' to all of my friends that I didn't run into. If you were there and we never came together, I would love to hear from you, so why not give me a call at (770) 850-8506 and give me your impressions of the Convention and the industry in general.

•Congratulations to my good friend, **CECIL SPEARMAN** and all of the other **IHRSA Award winners** at **IHRSA 2000** held in San Francisco March 22-25th. Check the convention article on page #3.

•The man's name is **BOB WIELAND** and his story is truly an incredible one. I had the pleasure of being introduced to him by **Hoggan Health Industries** founder and owner, **LYNN HOGGAN**. Bob lost both of his legs serving his country in Viet Nam, but that has not stopped him from living an amazing life. We will tell Bob's story next month.

•My condolences to **VICTOR** and **LYNN BRICK** and their entire staff as well as to the family of **PATTI CLARK**, the former Sales Manager of the **BRICK BODIES BELVEDERE SQUARE** facility. Patti passed away on March 5th after a long battle with cancer. May she Rest In Peace.

•**MAURICE MORIN** is the President of **Fore Court** in Cumberland, Rhode Island. Maurice dropped me a line and sent an article about his senior ladies league. For nearly 28 years, this group of about 16 women has been playing tennis at Fore Court once a week! They have not let cancer, bypass surgery, cracked ribs or any other ailments stop them. The Team Captain is **EVELYN LEMOIS**, age 82. The ladies have only one rule for the group: "**NO WIMPS ALLOWED!**" Maurice, thanks for being in touch and for reading **The CLUB INSIDER News!**

•**JAMES EVANS** is a Contributing Author for **The CLUB INSIDER News** and President and General Manager for the huge **Peninsula Athletic Club** located in San Diego. Jim informs me that **JACQULE EVANS**, Vice President and Director of **Visions & Attitudes** for the PAC has been elected to the Peninsula Planning Board and to the Board of the Peninsula Chamber of Commerce. Jim also informed me that somebody at the PAC came up with a great idea. They are using oversized mouse pads that they had specially cut to 4'x6' size for stretching mats. They were not happy with the quality of commercial stretching mats so this Y-2K phenomena happened!

•**IHRSA** has announced an E-partnership with **Asimba.com**. **Asimba.com** is the Internet's leading Sports and Fitness

Lifestyle site with over 500,000 members. **24 Hour Fitness** has also entered into a relationship with **Asimba** as well.

•**TOSHIKAZU SAITO** is the President of **DIC Renaissance** in Tokyo, a chain of over 40 facilities in Tokyo. I had the pleasure of meeting with Mr. Saito at the **IHRSA Convention** and we will have a story on his club career next month. He is a very successful entrepreneur in Japan and heads the 4th largest club chain in that country. It was nice to meet you and thank you for subscribing to and reading **The CLUB INSIDER News** every month, Mr. Saito!

•**The Boys and Girls Clubs of America** do an awful lot for the youth of America, and it is wonderful to see that **IHRSA** has teamed with the organization in an effort to promote health, exercise and fitness. **JIM GERBER's Western Athletic Clubs** are the first club group to team up with the Boys and Girls Clubs and they have done that for the San Francisco area. That is a great cause to support!

•**PAT PINE**, the Executive Director of the **National Fitness Therapy Association**, informs me the **NFTA** has formed a partnership with the **American Fitness Professionals & Associates** to promote the importance of education, training and professionalism in the delivery of Post Rehab Fitness Therapy and Preventive Health Care Services.

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•**PAUL SCHMITT**, the President of the **Milestone Fitness Center** in Louisville, Kentucky, has entered into a partnership with **Baptist Hospital East** to build a 57,000 square foot facility that will be called **The Baptist East/Milestone Wellness Center**. Good luck Paul and partners on your new venture!

•**GEOFFREY DYER**, the owner and operator of 8 **LifeStyle Family Fitness Centers** (which includes one he manages for Mr. **RAY WILSON** in Tampa), does all kinds of neat programming concepts. For example they are providing dancing lessons for members and their guests. Another neat idea is their 'Black Light **BODYPump**' class. Geoff is one of our mates from down

under along with our friends **MARK SMITH (TSI)** and **TONY deLEEDE (Australian Body Works)** that have come to America and are doing great in the health and fitness business.

•Speaking of **TONY deLEEDE**, rumors are very hot and heavy about Tony selling his chain of 24 clubs to **LA Fitness**. No confirmed word yet, so **STAY TUNED!**

•**STEVE** and **SALLY GOLDMAN** have named **RICHARD SYNNOTT** to the position of Executive Director of their Weymouth and Canton, MA. clubs. The Goldman's are building a new 22,000 square foot fitness facility in Canton and are doing a \$5 million expansion of their South Weymouth club. Good luck Richard, Sally and Steve.

FRIDAY REPORTS

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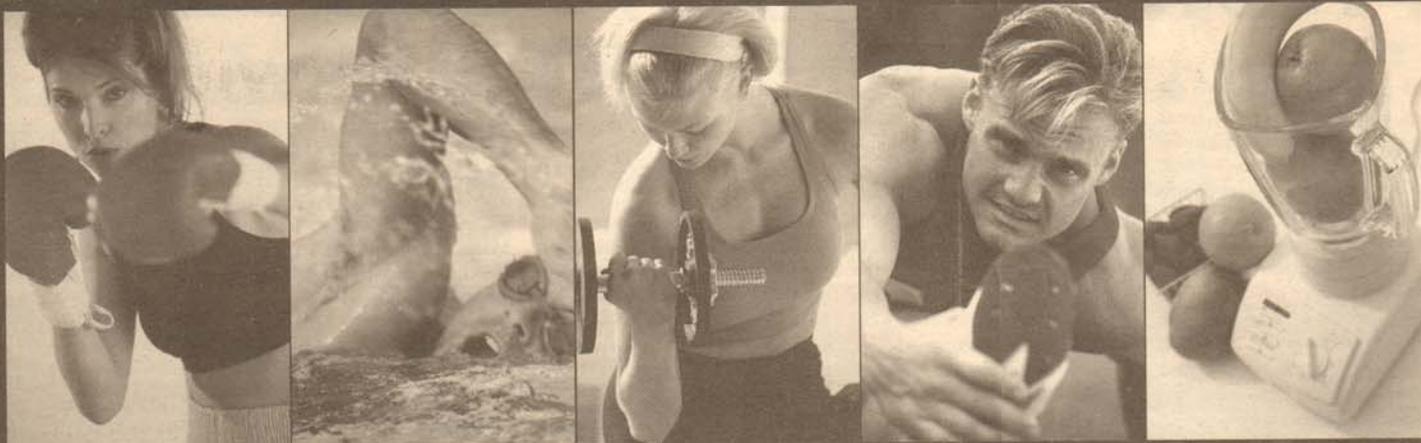
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A Brief History of ISSA

The International Sports Sciences Association (ISSA) was founded in 1988 by Sal A. Arria, D.C., MSS, and Frederick C. Hatfield, Ph.D., MSS. These two pioneers in the field of fitness and sports medicine sought to build a solid foundation for health and fitness education that would standardize knowledge, techniques, and philosophy both nationally and internationally. ISSA then formed an advisory board culled from the elite ranks of research, coaching, sports medicine, and other branches of sport and fitness science. The majority of ISSA professors and advisors are both world class athletes and Masters or Ph.D.s—people who have extraordinary academic backgrounds, and also practical "in the trenches" fitness training experience.

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Building Desire On The Tour

By Karen D. Woodard

The purpose of the club tour is twofold: create differentiation between your club and the other facilities in town and to build desire for the Prospective Member (PM) to purchase membership so he can begin working on his goals. This article will cover some of the most effective ways to build desire. Before we go further, let's define "building desire on the tour". Too often, we become tour guides, giving tours that are informative but not very exciting for the PM. When we build desire, we are taking the information he has already given us and utilizing it to build anticipation for him to become a Member. In short, we are building desire to escalate it into action. The action that sounds like "yes, I want to be a Member now!"

Some foundational elements need to exist before you have the opportunity to build desire on the tour. These elements include the pre-tour work such as:

1. Building rapport and commonality
2. A strong needs assessment to understand the experience level, true need and true motivation of the Prospective Member to understand what would make him say, "yes - I want to join your club"
3. A complete qualification process to understand what might make him hesitate to join your club.

Once this foundation has been laid, you have the platform to build desire. Now let's look at some of the tools you can use to effectively accomplish the goal:

1. Show genuine excitement and enthusiasm for the PM

and how the club will work for him. Vary the tone in your voice - I have noticed that North Americans can be very monotone. That becomes quite droning after a while and bores the listener. Use other non-verbal skills such as animation of the face, smiling, raising the eyebrows, winking, etc..

2. Customize the tour by taking the PM to what he wants to see first. Remember this is his tour not yours. Show him what he wants to see not what you want to show him. Avoid doing the same cookie cutter tour - it should never be the same.

3. Know his true need and motivation; verbalize it frequently on the tour. If we use his motivation for him to join versus our motivation for him to join the process becomes much more genuine and more powerful. When we use our motivation it comes across as pushy to the buyer. Think about this when it comes to using his motivation versus ours: "A man convinced against his will is of the same opinion still".

4. Introduce the PM to other staff people throughout the tour. The purpose of this is to create as many relationships or bonds as early on in the process as possible so he feels that he is a part of the club already. For example: when you are starting your tour, you could stop at the reception desk

and introduce him to the reception person: Ms. Prospective Member, this is Lucy. You'll see Lucy every morning when you come in for class and she will schedule your massage, fitness appointments, court time, etc. Lucy, this is Ms. Prospective Member." You would run into other staff people throughout the tour and introduce the PM to those staff. Of course your staff will greet him, be warm and welcoming. I hesitate to introduce a Prospective Member to current Members as it can sometimes backfire unless you know the Member very well and they are an ACE for you.

5. Create Urgency. When we create urgency, we are reminding the PM why he should join today. This is an element that I see either missing on 80% of the tours I observe or is done incorrectly. When it is done incorrectly, it feels and sounds like pressure. When it is not done at all, it delays the sales process and can even lose the sale for us to another facility. There are three ways to create urgency: programs, personal motivation and promotional/price. Our industry has historically and predominately used promotions/price to create urgency and it can work, but it is not the most



Karen Woodard

effective method because it is based on our motivation not necessarily the buyer's. It sounds like this:

"If you decide to join today, we can wave your enrollment fee/add an extra month/enter you into our drawing, etc.". We've all heard it and likely said it as well.

Program urgency is very effective and is based on a specific starting time of a program, league, class format etc. that if missed now, would delay involvement for another 6-8 weeks or however long the term of the program. It sounds like this: "Mary, you mentioned that you wanted to start playing tennis again and need some help - well, your timing is perfect - our beginning player

(See Woodard page 13)

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Ground Zero Design An IHRSA Trade Show Hit!

By Norm Cates, Jr.

San Diego, CA.- Roy Simonson and his partner, Jeff Leeson, bring a lot to the table when it comes to a 'start-up' strength equipment company. Simonson has spent 20 years in the industry. In 1979 Roy and his brother, Mark, founded a company called Eagle Fitness Systems. In 1983 the brothers sold Eagle Fitness Systems to Cybex. Cybex had been exclusively in the medical iso-kinetic business prior to acquiring Eagle Fitness. The Cybex Fitness products operated under the Eagle name until 1986 or 87 when it became known as Cybex in the marketplace. Prior to founding Eagle, his career included extensive experience designing and building custom products and sporting goods for the Summer and Winter Olympics, the National Football League and the National Hockey League. Jeff Leeson was also formerly the Operations Manager for Cybex and provides an excellent balance with Roy in a similar position at Ground Zero.

I asked Roy Simonson to explain the fundamental difference be-

tween Ground Zero Design and other strength training equipment: "The reason we named the company Ground Zero is that we are starting from ground zero. We're starting from scratch. We're asking our customers and we're asking ourselves to really think about what we are trying to accomplish and to think about what our goals are. The first product that we came up with is the Free Motion product line. That's the 13-piece line you saw at the IHRSA Trade Show. That it's a 'revolutionary' new product, not an evolutionary product like everything else has been for the last 30 years. This is really the first new thing in strength training since Arthur Jones created Nautilus 30 years ago. We've all kind of been evolving from what Arthur created then. Everybody in this industry really owes a debt of gratitude to Arthur Jones, because if it wasn't for him, most of us wouldn't have jobs today. We've all followed this kind of evolutionary path in strength training. In strength training, we've done the exact same thing for all of these years. What we've done at Ground Zero is that we've taken a radical departure and have created the first new category in 30 years."

I asked Simonson how long Ground Zero has been in development and he said, "For one year. We started it in the middle of March in 1999. When I left Cybex I had a non-compete and the non-compete ran out and I started up this business. In one year we've come up with the concept, designed the products, tooled and fixtured the products, built the products, designed marketing materials, hired and trained a sales force and we've been shipping for about 4 months now. We move real quick because with 20+ years of experience we knew who to go to and how to get the job done. Starting from scratch, we didn't have a lot of baggage slowing us down. We knew how to get done what we needed to get done."

Ground Zero Design was a real hit at the IHRSA Trade Show that had over 400 exhibitors. Here is what Simonson had to say, "I was really expecting a lot of traffic in our exhibit. This is a small industry and everybody kind of knows everybody and everybody wants to see what's new and exciting. I expected

a lot of people in. What I did not expect was the overwhelming acceptance we got. We wrote up an incredible amount of business. I had sort of a goal that I wanted to reach and we far exceeded that. We sold lots and lots of circuits. We were busy from the early morning workouts, and we were kicking people out of the exhibit an hour after the trade show ended each day. I was expecting a lot of people to come in. That didn't surprise me. What really surprised me was how much people were accepting what we have and how much actual business we did at the show. What I am referring to is signed agreements with cash down or purchase orders, not business we hope to get later. The IHRSA Trade Show did two significant things for us. It exposed us to lots of people that had heard about us through word-of-mouth. And, it gave us a legitimacy. We've sold to a lot of customers so far, but we've also sold to some 'big-deal' people that are not about to invest hundreds of thousands



Roy Simonson

of dollars in equipment into something they don't feel real good about. We're definitely real-deal guys. We're not just some underground garage shop guys who are making a neat little niche product. I firmly believe that in 2 or 3 years from now strength training areas are going to look drastically different than they do today. I think people are going to be moving away from all of these robotic machines. All of these evolutionary machines for the last 30 years have 3 common denominators. It's three common denominators and it (See Simonson page 12)

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IHRSA's Capitol Report

Capitol Report Reprinted Courtesy Of IHRSA

JOE MOORE RECEIVES IHRSA'S PRESIDENT'S AWARD

Joe Moore was presented IHRSA's President's Award at the IHRSA Convention in March by IHRSA President Gale Landers. Moore, owner of Moore's Fitness World in Ohio was honored for his leadership on legislative and fair competition issues.

Landers noted that Moore has worked tirelessly on repealing the Ohio sales tax on health club dues ever since the legislature first enacted it in 1992.

Thanks to Moore's work, the Chairman of the Ohio House Ways and Means Committee is the chief sponsor

of legislation to rid the industry of this burdensome tax. Earlier this year, the tax repeal bill passed the House Ways and Means Committee by a vote of 17-2. Moore testified once again on behalf of the tax repeal, this time before the Senate Ways and Means Committee.

Moore told legislators, "It is a tax that is grossly unfair because it is not applied to members at park & recreational fitness facilities."

Moore is also a staunch believer that nonprofit organizations should pay taxes if they want to compete in the fitness marketplace, and that government has no business building multi-million dollar fitness centers.

This view was endorsed

recently by voters in Miamisburg as Moore led opposition that successfully defeated a \$15 million park & rec facility. Moore's latest battle involves an ill-planned, \$9 million, tax-exempt hospital facility in Springfield, just a stone's throw from a Moore's Fitness World location. Last month, a court rejected the hospital's claim for a tax-exemption for that facility.

To learn more about any of these victories, contact IHRSA.

FOCUS GROUPS HIGHLIGHT EFFECTIVE MESSAGES

Focus groups conducted recently in Chicago and Boston dem-

onstrate the importance of fine-tuning the taxpaying club industry's messages in the battle for a level playing field.

IHRSA commissioned the focus groups with the goal of determining which messages are most effective in the fight for fair competition, so that we can position our communications in a way that does not hurt us and, in fact, helps us.

An important conclusion was that in lieu of talking about this as a fairness issue, people are much more open to discussing a tax issue. The fairness claim simply does not generate sympathy among taxpayers or even other business owners.

Messages often delivered by tax-exempts, such as "we earn our tax exemption every day," also proved less effective than previously thought when tested in the groups.

As a result of the focus groups, three phrases were identified as "winning arguments" for taxpaying clubs. They are:

Selling fitness services to adults is a commercial activity;

Taxpayers subsidize every health club membership a charity sells; and

If you act like a business, pay taxes like a business.

For a copy of the full Focus Group Report, call IHRSA Government Relations or visit the GR section of www.ihrsa.org.

Simonson...

continued from page 11

doesn't make any difference if it is a Cybex piece or any other. Those three are: (1) It is through a fixed movement pattern. You have no choice. It is a fixed path of motion. (2) You are highly isolated. You're just working one specific muscle at a time. (3) You are highly stabilized. You are locked into this movement pattern. The problem is that in real life that seldom, if ever, happens. In real life you're not fixed, stabilized and isolated. In real life you're throwing in an infinite number of variables. Your

body works in three dimensions and all three planes. Why do we go into a gym only to move through one fixed path of motion? There is practically no activity in real life that occurs in and yet for 30 years, we've thought that is how to treat people. We've kind of been part of the 'flat earth society.' For ever, people thought the earth was flat because it was obvious. You look out and the earth is flat. It took a long time to realize that the earth was round. And, the first thing they want to do is burn you at the stake or kill you because you think otherwise. For 30 years we've thought everybody needed to have this hypertrophy modeled training program or regi-

men. 30 years ago, these machines were designed for large male strength athletes. What percentage of people that enter a gym today have that as their goal? It is about 0% of the women and about 2% of the men. Most people go into the gym to look better, to feel better and to perform better in physical activities. How does grabbing a fixed lever arm help you reach those goals? The answer is, it doesn't."

We asked Simonson, "You mentioned a 13-piece circuit line. What else do you have planned?" Simonson said, "There can be some line extension of other pieces. Our entire circuit now has both design and utility patents pending. That means we are patenting the way they function and the way they look. We are planning additional pieces. Our company is going to be very unique. I don't wish to sound condescending, but the world is well served by the people that make the traditional and commodity items. The world doesn't need another manufacturer of benches or racks or standard leg-extension. Life Fitness, Cybex, Icarian, they all do a great job at that and we have no interest from a personal or business standpoint to do that. What we have the ability to do is bring new technologies and create new categories within the marketplace. We don't have to grow to be a \$200 million company to survive. We can run a nice unique company that brings some new things to the marketplace. Unless we can come up with a new technology or do something drastically different or better than what the market already has, we're not going to do it."

Ground Zero Design is based in beautiful Colorado Springs, Colorado and currently employs 40 people. Ground Zero Design is wholly owned by Roy Simonson and Jeff Leeson.

(Norm Cates, Jr. is the Publisher and Editor of *The Club Insider* News. Cates is a 27 year veteran of the health, racquet and sportsclub industry and was a Co-founder and the 1st President of IHRSA in 1981.)



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Why The YMCA Should Pay Taxes

By Norm Cates, Jr.

Roger Ralph and Steven Schwartz's letters to me expressed thanks to me for highlighting the Fair Competition issue. The views expressed in Roger and Steven's letters mirrors the views of many club owners across America.

The ad on the opposite page from this article on page #14 summarizes the facts about this unfair advantage that YMCAs enjoy over their commercial counterparts, the taxpaying clubs across the land. Did you know that even though the YMCAs of the USA want you to believe that they still serve the underprivileged, less than 10% of their membership receives financial assistance? Did you know that many YMCAs have very strict no-kids allowed policies? Did you know that a tax-exempt \$5 million YMCA enjoys a \$600,000 per year financial advantage over a similar commercial club?

Now is the time for all 15,300+ - U.S. commercial health clubs to rise up together and rebel against this unfair no-tax advantage

that YMCAs have enjoyed for over 100 years!

Why? Because the YMCAs of the USA no longer have the same mission, the mission of serving youth and the underprivileged, the mission that qualified them for tax-exempt status in the first place. Their mission has become the same as many commercial health, racquet and sportsclubs and that is selling membership and services to the more wealthy members of our society. A recent study showed that the average member of a tax-exempt fitness center earns a salary that is just slightly less than the average member of a commercial health club in the U.S. (\$65,000 vs \$71,400 annually).

In a letter to me a couple of months ago, Roger Ralph stated that he has placed his focus on attempting to get the YMCA back on Mission. We would argue that the likelihood of that happening is slim. Why? Because of money. The Executive Director of the YMCAs of the USA earns a huge salary. More than the President of the United States! Many of the

new-upscale-mega YMCAs pay General Managers almost double what commercial clubs operators pay. In some markets, YMCAs even pay aerobic instructors far more than the average. How can they do this and still stay in business? The answer: They don't have to pay taxes and in most cases have no debt service because the YMCAs are built on donated capital.

The only way to get the YMCA to return to their original Mission of serving the underprivileged and youth is to convince the various levels of governments (Federal, State and Local) that YMCAs should pay taxes because they no longer have the Mission that gave them the no-tax status in the first place. We should all ask the simple question, "Since the YMCA no longer pursues the Mission that initially qualified them for tax exemptions, why should they continue to receive a Government mandated tax-exempt status?"

The Tennessee State Board of Equalization determined on May 28, 1999, that the de-facto mission of thirteen facilities operated by the YMCA of Middle Tennessee was to compete directly with private, taxpaying clubs. As a result, the Board recommended that all thirteen facilities should lose

their tax exemption and be placed on the tax roles. That was a landmark decision that should clearly show the YMCAs that their time is up.

The resolution of this issue is not going to come easy. Nor will it come overnight. This will be a marathon, not a sprint. If you want to join the fight, here is what you should do:

(1) Make copies of the full-page ad headed "Citizens of America!" shown on the page #14 opposite to this article.

(2) Distribute copies of the ad to the following:

(a) Local YMCA Board Members

(b) Local City Council men and women.

(c) State Legislators

(d) U.S. Congressmen and women

(e) All of your members.

(3) Post the ad on high-traffic bulletin boards throughout your club.

(4) Begin to make personal contacts with local YMCA Board Members, City Councilmen and women and U.S. Congressmen and women. Practice delivering your message clearly and briefly. The message we must all deliver in unison is summarized here:

"The YMCAs of the

USA no longer perform the charitable Mission that originally qualified them for tax exemptions. So, we ask: 'Why should YMCAs continue to receive tax exempt status?' The answer is they should not. They should now be required to pay taxes because they are now commercial health clubs. We are asking you as a YMCA Board Member, City Councilman or woman, State Legislator or U.S. Congressman or woman (pick-one) to do the right thing and take away the YMCA's tax-exempt status. Tax the YMCAs of the USA."

Become relentless on this issue and we will prevail in changing this unfair policy and getting the right thing done!

**TAX
THE
YMCA
OF THE
USA!**

Woodard...

continued from page 8

clinic starts this Tuesday and we have a space available. Let's get you in there!"

Program urgency is only effective if it speaks to the needs or the motivation of the buyer. If your club has not offered leagues or session programs in the past, this may be a good opportunity for you to start offering them and increase urgency.

Personal motivation is the third way to create urgency and is also very effective. It is based on why the buyer told you he needs the club. It is a gentle and encouraging reminder for him to not delay his results any longer. Here is what it sounds like: "Bob, I am so glad you're here. I was thinking about what you said earlier about wanting to lose some body fat, pick up some speed and get stronger before the summer bike season. This is the perfect time for you to start. If you start now, you'll be seeing results within a few weeks. After all, tomorrow's results start today!"

To be the most effective at creating urgency, use a combination of all three methods and use them all throughout the tour, not just at the end. When we use urgency at the end, it feels like pressure. If we create urgency throughout the tour, it feels more encouraging and builds excitement for the buyer. Another note that is critical for building urgency: when

you discover the buyer's needs, always find out if there is a time frame with which he wants to accomplish his goal. This will be a huge tool to create urgency based on his terms, not yours.

Building desire to escalate into action is a win-win situation. It's a winner for the PM because he gets started on his membership and can start achieving the results he wants earlier. It's a winner for you as a sales rep because you speed up your sales process which allows you to sell more in less time which allows you to do more prospecting and referral business. By creating urgency and closing more sales, you build momentum and once you have momentum behind you, your success is reached almost effortlessly. Before your very next tour, decide which of these elements you will use and then just do it. You will be happy with the results and so will your new Member!

(Karen D. Woodard is President of Premium Performance Training in Boulder, Colorado. She specializes in marketing, sales, service and management training for the health and fitness industry. Karen has also authored staff training books, manuals and tapes for your success. She is a 15-year club owner and consultant and can be reached at 303.417.0653.)

IHRSA 2000...

continued from page 3

cussed the significant investment opportunities in the fitness industry. Fueled by an aging population and the dramatic rise in health club membership, investment in the fitness industry is now identified as one of the major investing trends of the new century. The panel was hosted by Rick Caro of Spectrum Clubs International. Panelists were David Wong Managing Director, Brentwood Associates, David King, Managing Director, McCown De Leeuw, Michael Finkleman, Managing Director, BNP Capital Markets and Paul Koukis, Senior Equity Analyst, Sidoti & Company.

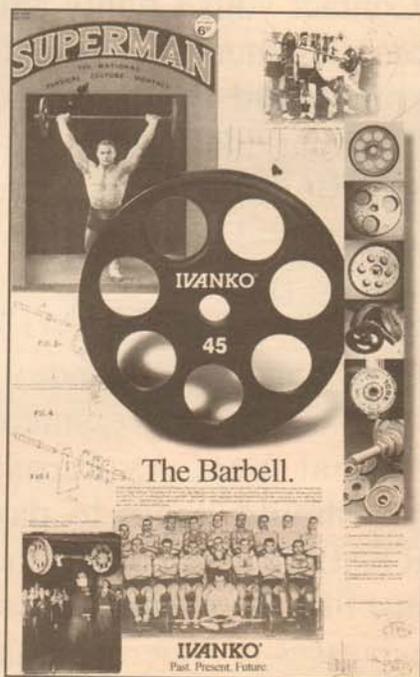
The IHRSA Team Is Awesome

I would be remiss if I failed to congratulate the IHRSA Board of Directors and 19-year IHRSA Executive Director, John McCarthy and his staff for an absolutely terrific Convention and Trade Show. The IHRSA staff functions like a finely tuned machine and did another terrific job on the entire event. Thanks to ev-

erybody involved for a wonderful four days!

The votes are in and it appears to be unanimous. IHRSA 2000 was the best IHRSA Con-

vention and Trade Show in history. Make plans now to attend IHRSA's 20th Anniversary Convention and Trade Show in beautiful San Francisco next March 21-24, 2001.



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CITIZENS OF AMERICA!

DID YOU KNOW THAT THE YMCA'S OF AMERICA ARE NOT PAYING THEIR FAIR SHARE?

- (1) Did you know that the YMCA's of America have \$3.1 billion in annual revenue?
- (2) Did you know that even though the YMCA's of America want you to believe that they are a charitable organization, they provide financial assistance to less than 10% of their membership?
- (3) Did you know that YMCA's do not pay ANY real estate taxes, personal property taxes, State Income Taxes or Federal Income Taxes?
- (4) Did you know that a Tax-Exempt \$5-million YMCA enjoys a \$600,000 annual cost advantage over a taxpaying commercial health club that provides the same services?
- (5) Don't you think it is about time that all YMCAs in the U.S. start sharing YOUR TAX BURDEN by paying their fair share of all of the above taxes?

REBEL TODAY!

Contact your local YMCA Board Members and inform them of this Travesty of tax justice! Contact your County and City commissioners and councilmen/women and tell them the TRUTH about this YMCA NO-TAX SHAM! Contact your State Legislators and demand that YMCA's be required by State Law to pay THEIR FAIR SHARE of State Taxes. And, finally, tell your Congressmen/women that YMCAs across America should begin to pay THEIR FAIR SHARE of income taxes just like all other commercial businesses in America must do!



Harford County Coalition for Fair Competition

*Tax Paying Businesses Working with Tax Exempt Organizations
To Build a Better Harford County*

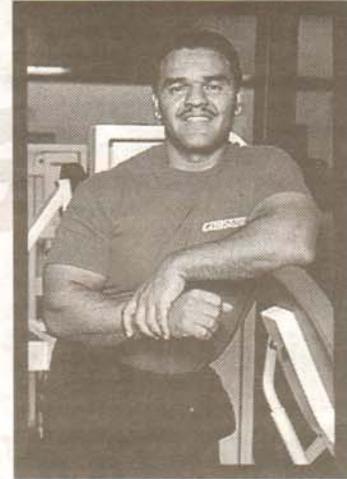
FAIR COMPETITION CHART AN UNLEVEL PLAYING FIELD - WHY YMCA'S COMPETE UNFAIRLY WITH TAX PAYING HEALTH CLUBS*

	ANNUAL COST TO THE YMCA	ANNUAL COST TO HEALTH CLUBS	DIFFERENCE
LAND CARRYING COSTS Land valued at \$200,000 per acre; 5 acres (\$1,000,000, 15 yr. loan at 8% interest)	0	\$114,678	\$114,678
BUILDING MORTGAGE \$4,000,000 borrowed at 8% interest, 15 yrs. (Y receives 50% in contributions)	\$229,356	\$458,712	\$229,356
FURNISHINGS & EQUIPMENT \$400,000 borrowed at 9% interest, 5 yrs.	0	\$99,640	\$99,640
POSTAGE Non-profit sector receives a 33% discount and free distribution via schools and govt. agencies	\$6,600	\$10,000	\$3,400
PERSONAL PROPERTY TAXES (tax rate of \$3.65 per \$100 on \$400,000/ 40% assessed value)	0	\$12,000	\$12,000
REAL ESTATE TAXES (tax rate of \$3.65 per \$100 on \$5,000,000/ 40% assessed value)	0	\$73,000	\$73,000
STATE INCOME TAXES State tax rate of 7% on a profit of \$280,000	0	\$19,600	\$19,600
FEDERAL INCOME TAXES Federal tax rate of 22.25% on first \$100,000 and 39% on next \$100,000 - assumes \$280,000 annual profit.	0	\$92,250	\$92,250
TOTAL ANNUAL COMPARATIVE OPERATING COSTS	\$235,956	\$869,880	\$633,924

* Assumptions based on a \$5,000,000 health club project on five acres.
As a result of its tax exempt status a non-profit organization like the YMCA can charge 25-50% less to its members than a tax paying health club. In the example above, a tax paying health club with a membership of 2000 would have to charge \$26.00 more per membership per month than the Y simply to cover tax and debt service costs that Y's do not have.

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they tell their friends,

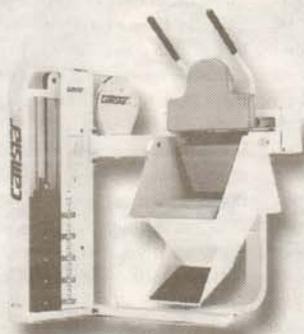


Gil Ruiz
Owner / Operator
Lifestyles 2000 Fitness, Utah
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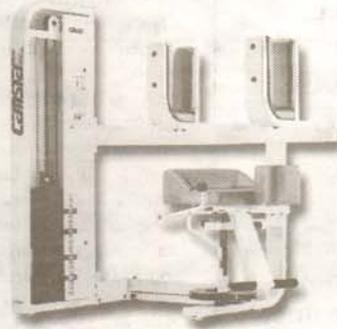


they keep coming back!"

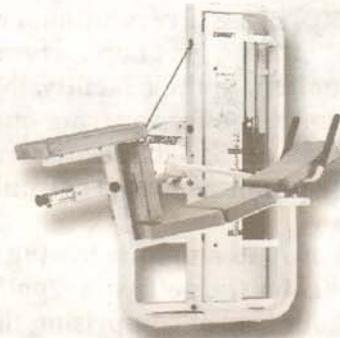
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...LaLanne

continued from page 4

living health club industry legend, Ray Wilson, who along with Vic Tanney, was a major force in the "Spa Wars" era of early healthclub industry days for his comments about Jack. Ray said, "I respect Jack LaLanne more than anybody in the industry. He is the 8th wonder of the world! We had competed in some markets and we did a licensing agreement with Jack for my California European Health Spas. The arrangement was very lucrative for both Jack and me. Jack is an amazing guy! I had the chance to spend some time with him at the FitnessAge Exhibit at the recent IHRSA Convention in San Francisco. I took the FitnessAge assessment and scored a FitnessAge of 33 and I am 72. However, when I went through the program, I had already been working out at the show for about 4 hours, so I think I might have scored a lower FitnessAge if I had been fresh. My goal is to tie Jack's FitnessAge or to beat him by next year!" (Writer's Note: Jack's FitnessAge will be disclosed at the end of this article and suffice it to say it is incredible.)

Jack LaLanne's Lifetime Philosophy Reflected In Today's Thinking

Jack LaLanne's belief in exercise and proper nutrition is extremely intense and could be likened to the beliefs of a religious zealot. He comments, "When I was on television for 34 years I was able to reach millions of people to really get the message out. I've reached 3 different generations. Some of those kids that were 5 or 6 years old are grown up now. My biggest fans were the young people, 25-30 years old. The old guys complain they are too old, they have arthritis, etc. It is tough to get them doing something. They are working at dying. I say you've got to work at living. If you don't exercise on a regular basis, it is like going to bed with a rattlesnake, it is going to get you! You don't get old from calendar years, you get old from inactivity! Period. You wouldn't put water in your car's gas tank, would you? Would you get your dog up in the morning and give him a cup of coffee, a cigarette and a donut? How many millions of people in this country got up this morning and had a cup of coffee, a cigarette and a donut? And they wonder why they have cancer and arthritis and rheumatism and heart disease and are losing their sex drive and all that. They are putting the wrong fuel in their body! The damn body won't run well without proper nutrition! Pretty soon they are in the 'old box.' Most Americans die at 60 and we bury them at 75! The worst thing, the death knell, is people retiring! It is ridiculous. You can add 10 more years to your life by just being active. You know, these days we take people

in their 90s and double their strength and endurance in 6 to 8 weeks of weight training. Think of that. People with arthritis, rheumatism and high blood pressure. You can't over exercise! It is impossible! Sex and exercise are synonymous, try and overdo them! It's the truth!"

AMAZING FEATS!

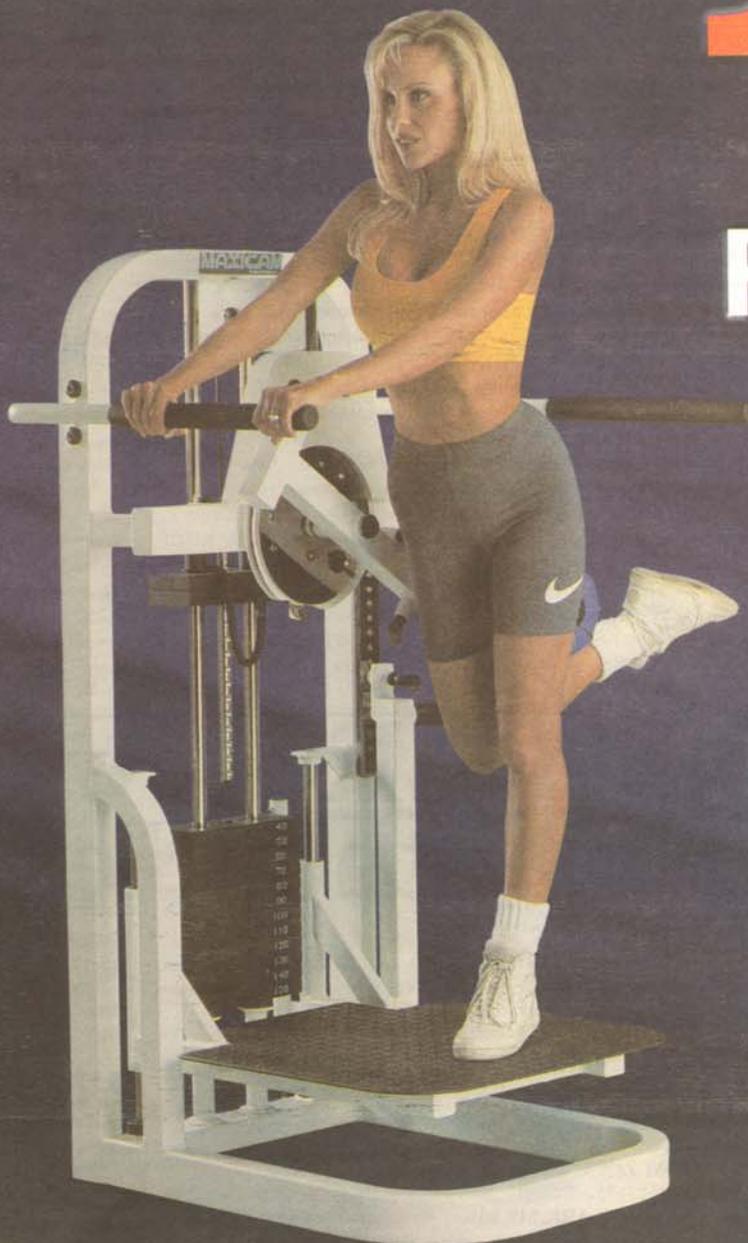
I asked Jack to tell us why and how he began to do the amazing physical feats that are one of his trademarks. Over the years he has celebrated many of his birthdays by doing things that might seem impossible to the mortal man. LaLanne comments, "Why do you think I've done all of these incredible feats over the years? To call attention to my profession! I had won Professional Mr. America and the Best Chest and Best Back Awards in the Mr. America contest. In those days, the belief was that if you were muscular, you were muscle bound and could not swim or run or do other athletic things. I had to prove to these people what I could do. So, I waited until I was 40 years old, 'over-the-hump' you know? I had this muscleman physique and asked myself, 'What can I do that nobody has ever done before?' So, I got the idea about putting on handcuffs and jumping off of Alcatraz and swimming handcuffed to the mainland! I was the first to ever escape from Alcatraz and did it on my 40th birthday! That made international publicity. Every gym in the United States saw their business go up about 15 or 20% right after that! Guys said 'Geez, if that guy can do it at 40 years old, what can I do? It really stimulated everything. Then, every birthday they would say, 'What the hell is he going to do now?'" On his 70th birthday LaLanne towed 70 boats with 70 people in them for 1 1/2 miles with his feet and hands tied! LaLanne comments, "That feat was at Long Beach and was a 'stinker'. I encountered a strong headwind and nearly scrubbed that one, but my son was on a surf board and kept yelling, 'Dad, don't quit now. You know what you tell us! Don't quit!' While the 70th birthday feat was truly amazing, probably the most phenomenal of all of his feats was done on land. LaLanne comments, "The toughest one I ever did in my life was when I did 1,000 chin-ups and 1,000 push-ups in 1 hour and 20 minutes!" Simply amazing!

Jack's wife, Elaine urged, "Tell him how you developed your body (proportion-wise) Jack." He responded, "When I worked out I had one thing in my mind. It wasn't bulk. I wanted my body to be efficient. I wanted to be an athlete. I wanted to be able to run and jump and swim and play football and baseball, the whole bit. And, I wanted a body that would look good in clothes. That is why I always tried to keep my waist at 28" and my chest at 48". I was the first one ever to have a 20" difference between chest and waist. The next one to do it was Steve Reeves, who was one of my students. My whole thing was to always be proportioned. I kept my hips at 35" or less. I kept my arms at 17" and my neck at 17".

(See LaLanne page 26)

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The Ten Best Customer Service Techniques. Just How Good Are You At Customer Service?

By Nancy Friedman
The Telephone Doctor(r)

FACT: Hundreds of thousands of dollars are leaking through your business... because of how your clients are handled.

I recently had the wonderful opportunity of speaking at the March IHRSA Conference in San Francisco. I would like to thank those that were in the program for the great reception of our Telephone Doctor® program. I enjoyed meeting you all ... and welcome the chance to work with you again.

Our topic was of course, Customer Service. Most of the audience were owners or general managers. Those of us who are, think we're quite good at Customer Service. We get up in the morning... get ready for our jobs... drive to the office... get a parking space... sometimes close in... sometimes far out... walk into the office... grab a cup of coffee... sit down at our desk... and then: RING RING RING. Our phones start. It's usually a customer.

It doesn't matter if you're an owner, manager or employee, you're in the Customer Service business (who isn't these days??). Whether it's external or internal customer service, your day is spent

trying to please someone. Somehow, we're all customers in one way or another.

I've been training corporations on Customer Service for more than 16 years. During that time, I've found out what the customer likes best. Here are our Telephone Doctor®'s TEN BEST CUSTOMER SERVICE Techniques. By using just one of them, you're bound to see an increase in satisfied customers.

Ten Best Customer Service Techniques

1. **Be a DOUBLE CHECKER.** Learn to use those exact words. Everyone loves it when you double check something for them. Even if you're quite sure the item is out of stock or the appointment is filled... or there's no room available... it sounds so good to hear, "let me double check that for you."

2. **PRETEND IT'S YOU.** If you're working with a customer, either on the phone or in person, and they need something—pretend it's you. What would you want to have happen? What would make you happy? What would make you satisfied? Here's a great place to remember the golden rule: "Do unto others as you would have them do unto you."

3. **GET INVOLVED.**

Let your customer know you're on their team. Letting a client know they've done a "good job" is great... but it's nice too, to have any selection they make at your club reconfirmed that they've made a good choice.

4. **STAY FOCUSED.** Eye contact is critical in delivering excellent customer service. Heads that turn on a spindle and look everywhere, but at the customer, get very few good marks in customer service. Eye contact shows you are listening. If you're on the phone, eye contact is definitely difficult. Don't type unless it pertains to what you are doing. Don't read something while you're on the phone with a customer... STAY FOCUSED on the caller. We need to stay focused without eye contact too. When you're at the desk, greeting clients - remember to stay focused.

5. **DO SOMETHING EXTRA.** There's usually always "something" you can do for the customer that's extra. In most of the cases it won't even cost very much. Example: Spend a few dollars if you have the budget for those "give-a-ways." Nail clippers, key chains, customers LOVE that something extra; oddly enough, even if they can't use it. The thought of getting something FREE is very special to the customer. Clubs have the

distinct advantage of being able to offer a FREE half hour of training if necessary. Free T Shirt. Free can of Protein. Something!

6. **SHOW YOUR TEETH.** (In Telephone Doctor® language... that means to smile.) There are many people who think they're smiling, but aren't. So Telephone Doctor®'s motto is: SHOW YOUR TEETH. Smiling is one of the best customer service techniques there is. It's so frustrating to walk into a store, or call some place and not see or hear a smile. (Yes, you can hear a smile)

7. **ASK QUESTIONS.** A super way to offer superior customer service is to ASK QUESTIONS. Build on what the customer is talking about. Listen for one or two words that you can ask something about. Even a simple, "Tell me more," will work. Once the customer is talking, you will be able to help them much better. Relationship building in a Client-Trainer situation is key.

8. **USE COMPLETE SENTENCES.** One-word answers are semi useless in customer service. One-word answers are definitely perceived as RUDE. "Yes," "no," and the like, tell the customer "I'm not really interested in you or what you need." By the way... the shaking of your head is NOT an answer.

9. **CARE.** Most people

have what Telephone Doctor® calls the CARE GENE. Some of us use it more than others. We just forget we have it. Learn to CARE what your customer's needs are. CARE what they are referring to. CARE about your customers... and they will take CARE of you.

10. **LAUGHTER.** Laughter will lighten the load. Everyone likes to laugh. Some even in the darkest moments. Take the time to laugh and enjoy your customers.

Put any one of these Telephone Doctor® customer service tips into action and watch what happens. They intertwine with each other... and make customer service special. Use all ten and expect more business.

(Nancy Friedman was a featured speaker at IHRSA 2000, and is President of Telephone Doctor®, an international training company specializing in customer service and telephone skills. She is a KEYNOTE speaker at conferences and meetings on these topics, and is the author of two best-selling books, Customer Service Nightmares and The A to Z of Telephone Skills. Telephone Doctor® offers audios, videos, books, CD-ROMS and on-site customer service training. Call (314) 291-1012 or visit their web site at www.telephonedoctor.com)

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A F F I L I A T E D A C C E P T A N C E C O R P O R A T I O N

New Twist To Marketing Approach Boosts Club's Response Rate

By Casey Conrad

What do you do when your advertising and marketing pieces aren't getting the response they used to? That is the question a long time client recently presented to me because all of their current offers weren't getting the type of phone and drop-by traffic that had been enjoyed in the past. Perhaps you can relate to this scenario?

Analyze Your Current Marketing

When your marketing efforts don't seem to be getting you the response they should be, the first step is to step back and analyze what you are presently doing. In analyzing

the results of a club's marketing program, many factors need to be taken into consideration. A few of those include:

1. Do the advertisements have a new look to them or are the same pieces being run again and again? Certainly there is nothing wrong with maintaining an ad campaign while it gets results, but if the market isn't reacting something has to change.

2. Conversely, is there no consistent message with your advertising efforts? One mistake club operators make is never using the same advertising more than once. If a campaign works, use it a whole variety of ways to get the most out of the market place. Another common mistake with re-

gards to a marketing message is not having a "Unique Selling Proposition" (USP) that is incorporated into every advertising piece. A USP is a tag-line or statement made in all your advertising which not only conveys to the consumer why they should buy from you but it gives the consumer something to recognize and associate to. For example, at the bottom of all your stationery, ads or newsletters, your club might have the tag line "Helping the (Name of your town) community reach all their health and fitness goals in a friendly, comfortable environment." The goal is to have people say, "Oh yea, I understand that place is comfortable and friendly!"

3. Next, are you using multiple mediums to try and find the most effective way to reach consumers in your marketplace? All too often a club owner will get "stuck" in one form of advertising. Using the same campaign in a variety of different mediums (even if they are at different times) will allow a club to assess which vehicle is getting the most return on investment. Just a few traditional, as well as non-traditional mediums are:

- * Main Newspaper
- * Smaller newspapers
- * Val-pack or other coupon type mailers
- * Postcard mailings
- * Tri-fold mailings that utilize an 8 1/2 x 11" paper size
- * Take-one displays
- * Door-hangers
- * Flyers to be handed out
- * Wooden coins.

4. Of course, in addition to exploring different mediums, it is crucial that you analyze the actual piece itself. Ask yourself, have you tested each component of your advertisements to try and increase the response rate? There are many other factors that will affect the response rate of an ad. These include:

- * Does the ad have a compelling headline that reaches out to the consumer?
- * Does the ad have effective ad copy that explains the benefits to the consumer in a way that is easy to understand?
- * Is there a clear offer that has value for the consumer?
- * Does the ad have a secondary offer that simply gets qualified people to call?
- * Does the ad create urgency by having a deadline or expiration date?

How a club uses all these elements will impact the responsiveness of the advertisement.

Adding A New Twist!

Aside from these more basic analyzing factors, though, one seldom used concept that can immediately and easily have an incredible affect on increasing an ads response rate on any piece is placing a "secondary offer" into the piece.

A "secondary offer" is simply a reason for the consumer to respond to the ad that is unrelated to the primary offer. For instance, a primary offer would be when a club runs an ad offering 50% off their current enrollment fee. To add a secondary offer the club would need to offer something free to consumers, just to get them to call even if they had no intention of taking advantage of the primary offer. Let's take an example to see exactly how this concept works.

The client having difficulties had been running a variety of different ads that reduced or eliminated their joining fee. These ads had been occasionally placed in the newspaper but had predominantly gone out through direct mail postcards to a general zip code mailing. In addition they had used a Value-Pak type coupon program every other month that hit roughly 30,000 homes. They had changed the look of the ad in colors, headlines, overall layout and variations on the offers. Even so, their returns had reduced consistently over a six-month period.

Enter the "secondary offer" concept. And, just so you can appreciate the change, let me tell you the basics of their ad. The ad's headline was a reduced enrollment fee offer. At the top of the ad was a very large-sized name and logo of the club. (Neither of these things is very compelling to most consumers except those absolutely ready to buy a health club membership). Finally, in the ad copy was a bullet point list of features available at the club, along with a phone number and deadline for the offer.

I took that basic ad and made one radical change. Across the top (where there name and logo had been) the following statement was placed as large as possible: "Free Healthy Recipes Cookbook Will Help YOU Lose Weight & Feel Great." Under the headline we placed a small paragraph that explained to the reader that the club had compiled a booklet of low fat, quick and easy-to-make recipes for people that would like to lose weight and feel better. After that, the ad outlined the reduced enrollment fee offer, a few bullet points of club features, the deadline and finally came the club's logo and telephone number.

The results from the



Casey Conrad

changes were astounding. The club received over five times as many calls from the ad. In the short term they booked 30% more appointments from the same advertising medium. This was a result of the salesperson following the information call format—even with people who initially had just called for the cookbook. From those appointments they enjoyed close to their normal closing ratio, ending up with more sales immediately.

The biggest difference in results, however, was in the long term. The club followed up on all the people who received the cookbook but weren't interested in visiting the club. First, they sent them some information on the benefits of regular exercise when combined with healthy eating along with a guest pass to the club. That packet of information was followed up with a phone call to make sure they got the packet, answer any questions and inquire as to whether they thought they would use the pass (a very low key approach is a must with this group). Two weeks later, another follow up was sent out to the remaining "non-responders" inviting them into the club for a free one-month trial, the ultimate low barrier offer. In the end, the club had generated over 200% more sales from the new offer than they had any other time during the past six months.

Take a look at your current advertising efforts and ask yourself, "How can I incorporate secondary offers into my promotions and generate more leads to work with." With just a simple change you can be on your way to dramatically increasing membership sales without increasing your advertising costs at all.

(Casey Conrad is the President of Communication Consultants. She has been in the industry for over 16 years, is the author of the number 1 best seller, "Selling Fitness," and is a featured presenter in 14 countries.)

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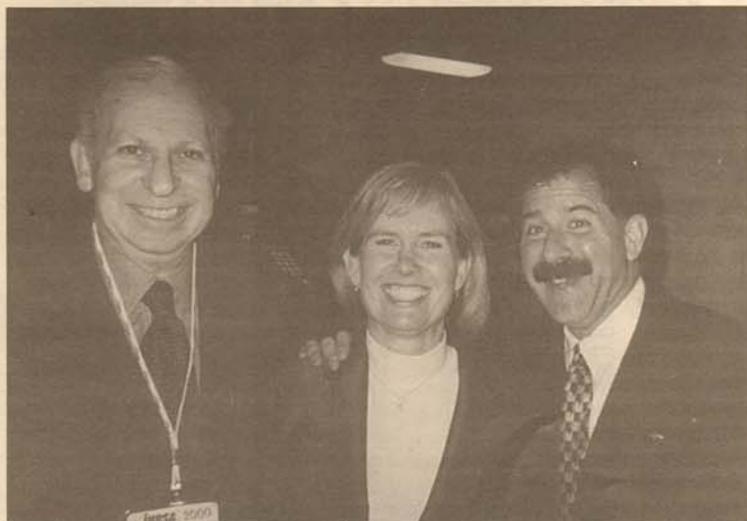
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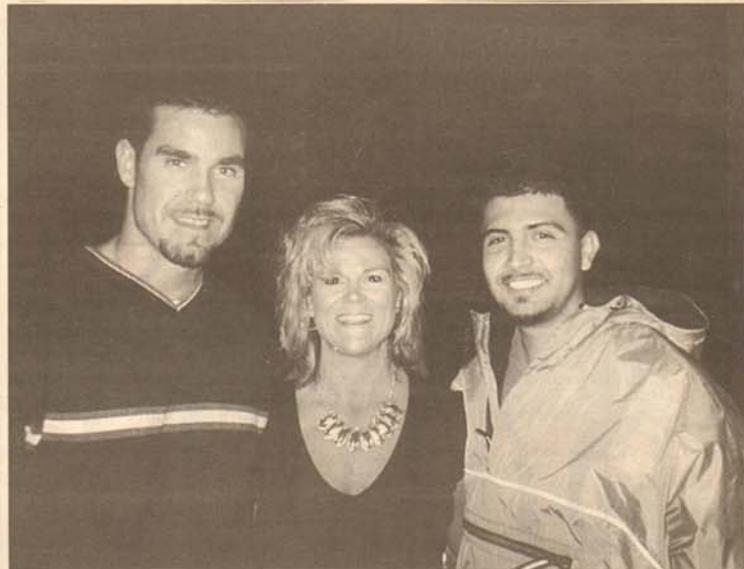
(Left) Rick Caro, Jill Stevens Kinney & Ken Germano



The "MAC" Girls



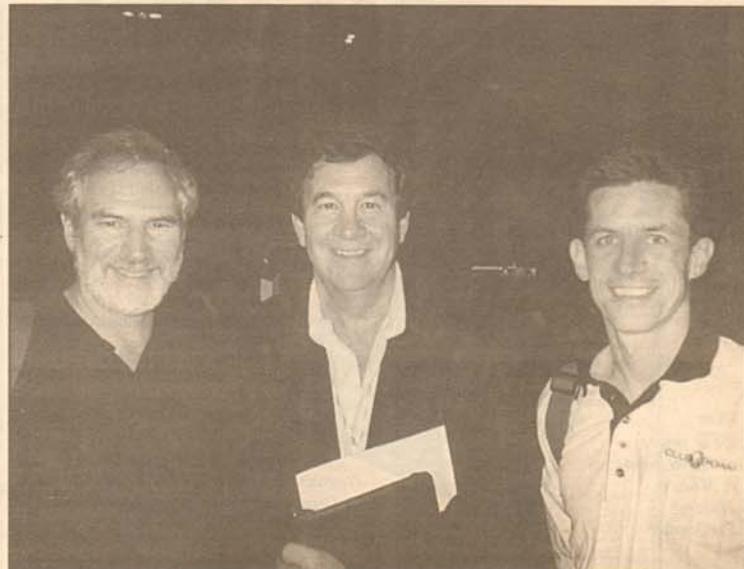
Toshikazu Saito, President, DIC Renaissance



Lynn Freeman & Staff Members



(Left) Mark Smith, Frank Napolitano & Ed Trainor



(Left) Roger Ralph, Jim Gerber & David Bradshaw

Life Fitness And Netpulse Announce Alliance

Companies Partner To Enhance Value and Drive Innovation

SAN FRANCISCO, CA.—March 23, 2000—Life Fitness and Netpulse Communications, Inc., announced a strategic distribution, marketing and product development alliance. As part of the alliance, Life Fitness, a Brunswick company (NYSE: BC), the leading global manufacturer of a full line of cardiovascular and strength training equipment, has made an equity investment in Netpulse. Terms of the transaction were not disclosed.

Netpulse is the largest Internet media network targeting upscale, active-lifestyle consumers. Utilizing a proprietary Internet appliance that attaches to exercise equipment, Netpulse has tailored its broadband network to produce one of the "stickiest" platforms on the Net. Through this unique Internet appli-

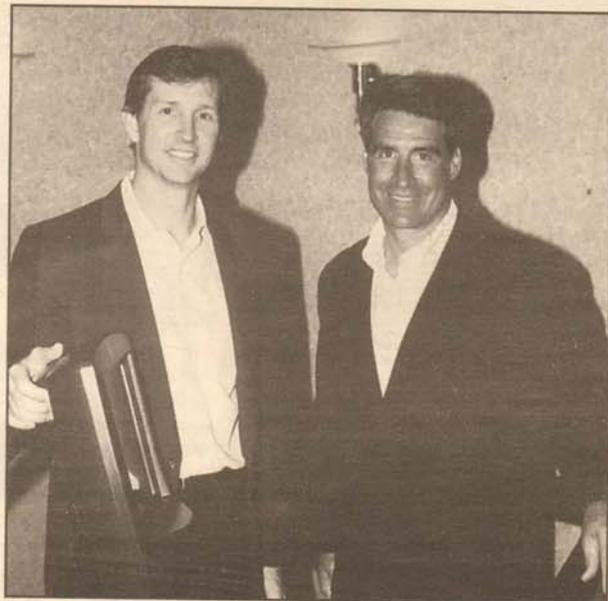
ance, users can surf the Web, shop, e-mail, earn incentives, access personalized content, track fitness progress, watch TV, listen to music and more - all while working out.

As part of the alliance, Life Fitness' extensive distribution network will extend the reach of Netpulse into numerous additional fitness facilities, giving Netpulse the potential to generate more than eight million unique user sessions per month by year-end. The collaboration also will provide for cooperative product development, sales, marketing and international distribution efforts. "We are thrilled to form this alliance with Life Fitness, the world's leading designer and manufacturer of commercial fitness equipment," said Thomas

Proulx, CEO of Netpulse. "Together, the opportunities are endless for our companies to combine our knowledge and experience using the best of technology to make exercise a more enjoyable, motivating and rewarding experience."

Augie Nieto, president of Life Fitness, agrees. "We believe that technology using the Internet will play an instrumental role with fitness equipment in the future. Ultimately, fitness facility owners, managers and members will reap tremendous benefits from this joint endeavor in terms of innovative fitness technologies."

Health clubs that meet minimum Netpulse usage requirements will qualify for free Netpulse installations with their Life Fitness equipment.



Tom Proulx Netpulse CEO & Augie Nieto, President Life Fitness at Press Conference

Currently, Netpulse is compatible with all commercial models of Lifecycle upright and recumbent exercise bikes as well as a variety of other types of cardiovascular equipment. Life Fitness will handle orders for Netpulse on its 9500HR and 9100 Lifecycle upright and recumbent exercise bikes. Netpulse will deliver a variety of Web based entertainment, education and programming services via broadband Internet access and its award-winning Z-Series(tm) Internet appliance.

some of the common barriers to exercise," said Nieto.

About Netpulse

Netpulse is the largest Internet media network targeting upscale, active-lifestyle consumers. Utilizing a proprietary Internet appliance that attaches to exercise equipment, Netpulse has tailored its broadband network to produce one of the "stickiest" platforms on the Net. The company's initial focus is the market of over 100 million consumers who exercise in fitness facilities worldwide. These consumers have a combined purchasing power of \$3.3 trillion annually and spend 120 billion minutes per year on exercise equipment that can be equipped with Netpulse. Netpulse enables exercisers to surf the Web, e-mail, shop, listen to music, watch TV, earn incentives, and track fitness progress—all while working out. Netpulse's Z Series Internet appliance was named a Business Week "Best Product of 1999."

"Our goal is to create a seamless integration with this robust platform of interactive technology - ultimately to expedite bringing superior individualized entertainment-enhanced exercise products to market and to help overcome

User information collected by the Network enables marketers to target consumers based on online behavior, demographics, psychographics and geography. Sponsors include Sony, Toyota, Proctor & Gamble, Johnson and Johnson, General Motors, iVillage, Healthon/WebMD, and HealthCentral.

Netpulse has key strategic relationships with leading telecommunications, Internet and fitness organizations including SpaceNet-Gilat Satellite Networks (NASDAQ: GILTF), AT&T Internet Services, 24/7 Media, Inc. (NASDAQ: TFMS), Bally's Total Fitness (NYSE: BFT) and Life Fitness, a Brunswick Company (NYSE: BC). Netpulse Communications, Inc. is a privately held company headquartered in San Francisco with offices in New York, Atlanta, Chicago, Dallas, San Diego and Los Angeles. For more information, please visit the Netpulse Web site at www.netpulse.com.

About Life Fitness

Life Fitness, a Brunswick company, is the global leader in designing and manufacturing a full line of reliable, high-quality fitness equipment for commercial and consumer use. Its cardiovascular and strength training products, including the renowned Lifecycle exercise bike, are used in health and fitness facilities, as well as in homes, worldwide. The company is headquartered near Chicago and distributes its equipment in more than 120 countries.

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written by - **Connie Martin**

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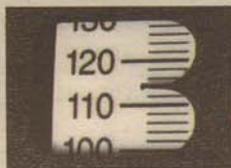
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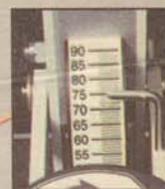
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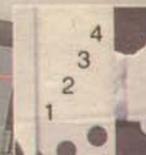
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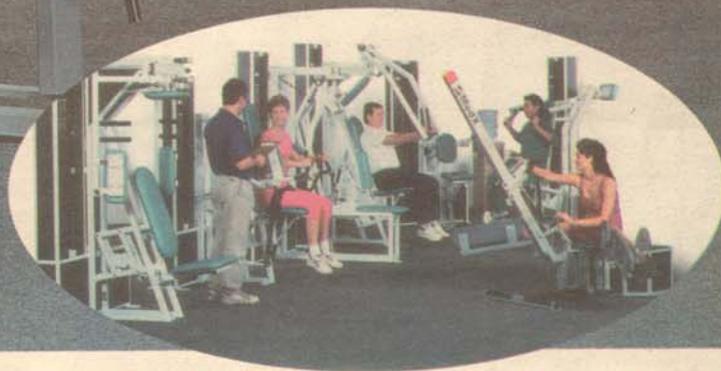


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GetFit.com Teams With E-Zone

RedWood City, Calif - March 30, 2000 - GetFit.com announced a strategic partnership with E-Zone Networks Inc, the largest interactive media network targeted to active lifestyle consumers. The announcement was made during the International Health, Racquet and Sports Club Association (IHRSA) International Convention at San Francisco's Moscone Center. GetFit.com will make its unique personal training and guidance system available to fitness center members directly through E-Zone's in-gym terminals, which are installed in front of cardiorespiratory exercise machines.

Win-Win agreement

The agreement expands GetFit.com availability from the Internet to over 200 E-Zone-installed facilities, including Town Sports International, Club One, American Club Systems, and YMCAs. By partnering with E-Zone, GetFit.com demonstrates its versatility and commitment to expanding its personal training availability.

"GetFit.com is committed to supporting in-gym networks such as E-Zone, as this is a tremendous step towards making our service available to the fitness cent and personal training market." Said Oded Felled, GetFit.com co-founder and President.

"By enabling E-Zone users across the country to benefit from the GetFit service, GetFit.com can now inspire even more people of all ages and fitness levels to begin and maintain a completely personalized and dynamic fitness program," Felled confirmed.

Robert W. McKenzie, E-Zone CEO said, "We are very pleased to be able to offer this unique and powerful fitness training and tracking tool at no cost to fitness facility members who use the E-Zone network. We believe this will add significant value to the members and to facility trainers who can use GetFit system to interface with members."

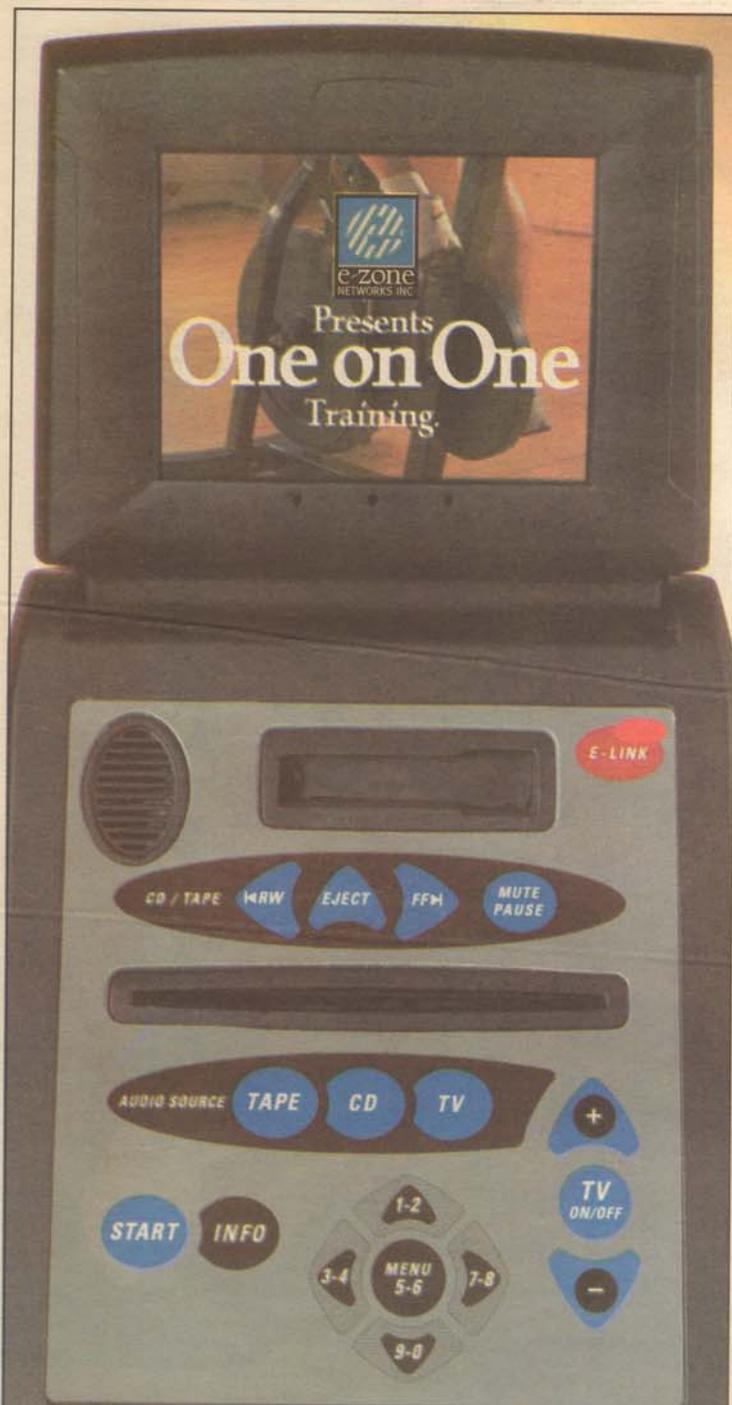
GetFit.com Capabilities

GetFit.com's service is designed for a wide range of lifestyles, enabling trainers and coaches to create workouts for the gym, the home, the office, or anywhere in the world. GetFit.com's intelligent calendar interface adjusts clients programs based on a trainer's input, scheduling conflicts and time constraints. The calendar provides clients with a daily fitness schedule and lets members visualize a monthly routine.

GetFit.com also provides a personalized resource of information, advice and support for fitness, nutrition and other health issues. All training and lifestyle data collected through the GetFit.com system can be analyzed, charted and graphed through a powerful and user-friendly data analysis module. GetFit's intelligent calendar can be accessed via the E-Zone web-enabled interface.

GetFit.com Background

Getfit.com is the premier online fitness and nutrition training service that utilizes unique, interactive technology to deliver a completely personalized, dynamic fitness program for people of all ages and fitness levels. GetFit.com was co-founded by Stanford University graduates Reuven Levitt and Oded Felled. Other GetFit.com Advisory Board Members include Raymond Farris, personal trainer for Jerry Rice and Roger Craig, Mick Smith, strength training coach for the Orlando Magic; San Francisco 49ers team physician, Dr. Robert Gamburd; U.S. Professional Tennis Association master professional, Nick Saviano; and U.S. Olympic decathlon coach, Harry Marra. GetFit.com is backed by multiple venture capital funds, including Stanford University, and BancBoston Ventures.



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PROMOTION! PROMOTION! PROMOTION! MAKE IT FUN

By Sandy Coffman

The power of professional promotions creates the initial interest that will drive the success of your marketing plans and will determine the degree of participation in any program that you run. Your promotional expertise - what you do, what you say and how you deliver the message - may make or break a great sales campaign, a major program, a special event, a tournament, an open house, a pro shop sale or whatever is happening or about to happen in your facility. A good promotion should make every member STOP! LOOK! LISTEN! and RESPOND POSITIVELY! The promotion you do can actually create the environment of FUN before anything is actually implemented.

June 18th is Father's Day.. What a week! A Father/Son racquetball or tennis tournament would certainly be a hit. A special Father/Son or Men-Only group exercise class would be a great special event to run this month and it would help promote male partici-

pation in the classes in general. How about a special breakfast available for all the men who work out between 6:00a.m and 8:00 one morning (or more) during the week prior to Father's Day. Give each dad that comes into the club one day a little flower or a special button or even a little ribbon. Put a smile on their faces. Have FUN with the event and the promotion.

June 20th is the first day of summer. It's time to put up the summer flowers and beach scenes around your bulletin boards. If you could include some pictures of your members in those scenes you will attract a whole parade of people with smiles on their faces eager to read the notices of the new summer programs or campaigns. Change the color of your flyers from black and white or neon to pastels. You may even get a few people to stop and read them.

Speaking of a "parade"..... An Easter Parade, Memorial Day, Flag Day (June 14th), or the Fourth of July Celebration are all upcoming holidays that call for parades. While in a meeting with the programming staff at the

Center Court Fitness Club in Grand Forks, North Dakota, I suggested that we organize a parade. The creative juices started to flow and the fun began. They decided to make it a week long event for Easter with Easter eggs hidden in various parts of the club each day. The eggs were the plastic ones that open up and, of course, a prize was hidden in each one. The week would end with an "Old Fashioned Easter Parade." Hot dogs sold for a dime each. Lemonade from old fashioned lemonade stands sold for a nickel a glass. Ice cream was made the old fashioned way - churning it. This is especially fun when the churning (turning) get really hard! The really strong jocks sign up for 5 minute stints at getting the ice cream just perfect for spooning into cones.

An Easter Parade wouldn't be complete without an Easter bonnet contest and kids with decorated bikes and wagons. How fun is that!

Spring and summer promotions should be more visibly FUN than promotions at

any other time of the year.

The programs and events that are run in the summertime should be special - activities that do not occur in any of the other seasons. A summer Open House Event could generate lots of traffic and an increase in business rather than a decrease in business. Turn the whole club into a tropical isle or a cruise ship. The summer uniforms on the staff could take on a new exciting summer look. It all contributes to the making of the promotion FUN.

Workouts, classes, leagues, competitions, and attendance to clinics and seminars can all contribute toward winning a cruise for two in the Summer Cruising Campaign. A simulated cruise ship for the program's party would really be FUN. It would be easy and FUN to make it the Love Boat.... music, costumes, and stars look-alike contest would be FUN too. With the right attitude in planning, any event can be more



Sandy Coffman

successful. Just be sure to MAKE IT FUN!

(Sandy Coffman is the President of Programming For Profit. She is a veteran speaker and trainer and the leading expert in the world on programming and member retention. Sandy may be reached at: (941) 795-7887.)

...LaLanne

continued from page 16

Jack LaLanne's Only 'Pet-Peeve' With The Health Club Industry

The Jack LaLanne health club chain grew and grew and during that same era, Ray Wilson and Vic Tanney were developing hundreds of competing facilities in some of the same markets. Those years were the true "SPA WARS" years as all three of those individuals were intensely competitive and went at it hot and heavy. In 1979 the LaLanne chain was sold to Donahue Wildman and Roy Zurkowski to become part of the Health and Tennis Corporation of America. As with Vic Tanney's chain that club chain was eventually sold by Wildman and Zurkowski to the Bally Corporation and are part of what is known today as Bally Total Fitness.

LaLanne recalls, "I was doing so well with my television shows 5 days a week and my lectures that I decided to sell my chain of health clubs. I think the health club industry is doing just great now! There are more people working out now and there are more health clubs than ever. But, the

only 'pet-peeve' I have is I believe club operators should provide new members with much more guidance and start-up help when they join and then they should be monitored more with follow-up program modifications. They are neophytes. They know nothing about the profession. They know nothing about nutrition. They come into the place overweight or skinny. They need GUIDANCE! When I first started, I knew my member's name, his wife's name and his kid's names. I made it my business to know everything about him! If you missed one work out, I was on the phone to find out why you didn't show up. I'd say, hey, Norm, I don't want your money unless you show up here! I would change their program completely every 30 days. They don't do that anymore. That is the key to it! Keep a close eye on them! These people want attention! People that came in were lonesome. They might be having trouble in a love-affair or might be having financial problems. I was their confidant. I had this beautiful office with hardwood panels and would take my members in there and counsel them, talk to them and listen to their problems. They were family! That is what we need to get back to, that personal touch! Working

closely with the people is the key. They've got to have more supervision!"

Jack LaLanne Loves The FitnessAge Program

I asked Jack to tell us about his work with FitnessAge, the breakthrough new web-based fitness assessment program that measures your personal fitness level. FitnessAge records your physiological attributes and computes them into a single number - your physiological condition represented in years, or your FitnessAge. In addition to your overall FitnessAge, you also receive one for each of the four major areas of fitness: Cardiovascular, Body Composition, Flexibility and Strength.

Jack responded, "I'm so excited about this program! My whole life has been spent helping people. Most Americans, especially men, think they are studs. The think they are pretty good. You know, old age and getting out of shape is such an insidious thing which sneaks up on you like a thief in the night. Pretty soon they are saying, 'I can't do as many sit-ups or push-

ups.' They all attribute it to age. They rationalize. But, boy, when they take this FitnessAge program and they are 40 years of age and grade out at 60, man that is a 'wake-up' call! Right there they realize they better do something. On the other hand, if they have been working out and find that they score a FitnessAge of 20 when they are 40 years of age, that is terrific and they are encouraged to do more and stick with it. So, you've got them at both ends! Every student in America should take this test. Every employer should have this as a must for their company employees. In business, the biggest problem is absenteeism. And, they are tired and you can't get enough work out of them. Today we have so many Americans that are so pooped they can't handle a full day's work. If you're an employer and get your employees into a fitness program; look at the money you are going to save by the end of the year! I like FitnessAge a lot. It is going to be a great boon for society for everybody to be able to find out what their condition REALLY is!

The Next Great Jack LaLanne Feat!

As we were walking

back to the FitnessAge Exhibit at the IHRSA Trade Show, I said to Jack, "I forgot to ask you what your next great fitness feat is going to be for your next birthday?" He replied, "I'm glad you asked! I am going to swim underwater from Catalina Island off the Coast of California to Newport Beach, 22 miles! I expect it to take me 29 to 30 hours. I will have a fresh tank of air dropped to me every 1 1/2 hour." Elaine LaLanne heard Jack's response and had her own response to that answer, "Yeah, and if he tries that, I'm going to divorce him!" Jack and Elaine LaLanne are two extremely delightful people that have done SO MUCH for America. We wish them both the very best and thank them for their time for this terrific and insightful interview!

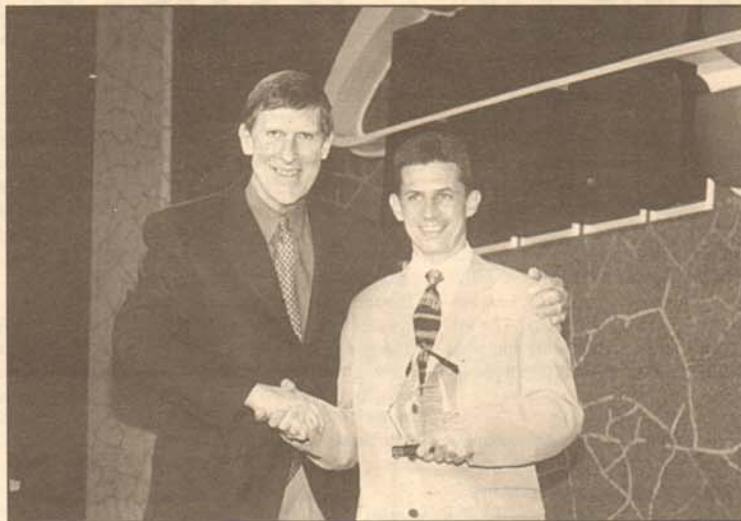
Oh, by the way. Jack LaLanne, the Man - the Living Legend, scored a FitnessAge of 29! For information on this terrific program, call: (858)625-4222.

(Norm Cates, Jr. is the Publisher and Editor of *THE CLUB INSIDER* News. Cates is a 27 year veteran of the health, racquet and sportsclub industry and was a Co-founder and the 1st President of IHRSA in 1981.)

IHRSA 2000



(Left) IHRSA President Gale Landers & Cecil Spearman



(Left) John McCarthy & David Bradshaw



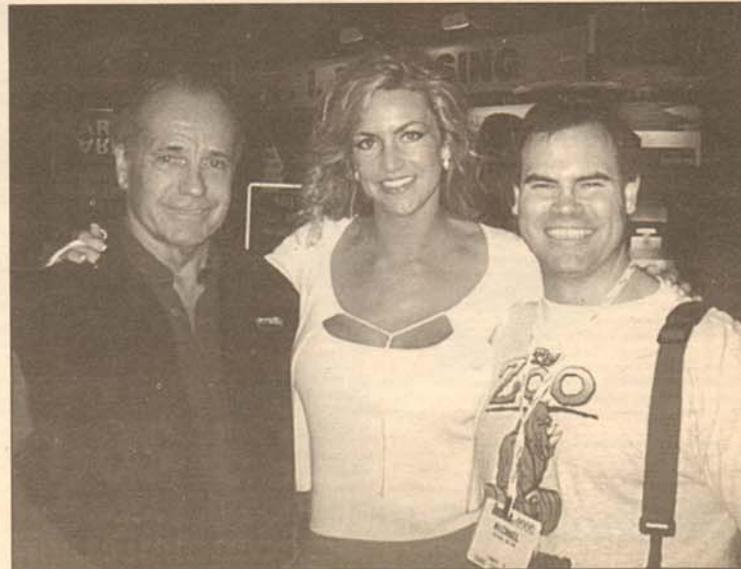
(Left) Dana Hendin, Andy Richters & Bruce Hendin



(Left) Henry & Mrs. Polessky & Friends



(Left) John McCarthy & Joe Moore



(Left) Ray Wilson, Lesli & Michael Nelson

THE ATHLETE'S KITCHEN

ENERGY BARS: Better Than A Banana?

By Nancy Clark, MS, RD

Once upon a time, candy bars were the most popular energy bars. But in 1987, PowerBars entered the sports scene and started the onslaught of designer sports foods that are fighting for today's food dollar. Questions arise: Are energy bars better than, let's say, bananas? The following article answers the questions athletes commonly ask about energy bars.

Question: "My workouts have improved since I started eating an energy bar within the hour before I train. Would a banana or some other natural food do the same job, or does this "designer food" have magic ingredients?"

Answer: Energy bars are not magic, nor are they preferable to or better than natural foods such as fig cookies, dried apricots, bananas, and other popular pre-exercise carbohydrates. The testimonials in magazine ads often proclaim "I'm a champion now that I eat SuperBar before I work out..."—but the ads fail

to mention the athlete used to eat nothing pre-exercise. Clearly, any fuel is better than no fuel. In fact, eating even a candy bar five minutes pre-exercise improves performance when compared to having eaten nothing.

The "magic" about energy bars is they are convenient, prewrapped, portable, and durable. They are ready-and-waiting, hassle free. Some energy bars claim to be "easily digested," but digestibility varies greatly from person to person. You'll have to judge that for yourself—be it digestibility of energy bars or bananas, for that matter.

Question: I get overwhelmed by the numerous kinds of energy bars. Are some better than others?

Answer: Some energy bars, like Clif Bars and Boulder Bars, are made from whole foods; they are filled with fruits, fiber and wholesome goodness and quality nutrition. They are preferable to the energy bars that taste like candy and are little more than sugar-coated vitamins, minerals, and pro-

tein. With names like Fudge Brownie and Devil's Food Cake, do you really think these snacks offer better nutrition than found in an orange, banana, or peanut butter sandwich? And why are no berries listed in the ingredients for the Ironman Yogurt Berry Bar? Who's getting fooled here...

Question: "I eat energy bars for breakfast on the run, lunch at the office, and snacks before I exercise. Is there a health danger to eating too many energy bars?"

Answer: In the long term, eating too many designer energy bars could potentially lead to health problems. Here's how.

1. In theory, if you eat lots of engineered foods, you can displace too many natural foods from the diet. That is, instead of grabbing a pre-exercise fruit, you choose a Chocolate Brownie Boom Bar. Because fresh fruits and vegetables are among the most health protective foods (and are already underconsumed in the typical athlete's diet), you'll likely end up with an even lower intake of the fiber, carotenoids, and other

health-protective phytochemicals found in fruits, veggies, and whole grains. The solution: for each energy bar, be sure to eat a banana, some dried apricots, raisin bran, orange juice, yogurt, or other powerhouse snack food.

2. Eating too many highly fortified energy bars could potentially contribute to an overdose of minerals. An Ironman Bar, for example, provides 50% of the RDA for zinc. When you eat several highly fortified energy bars per day, plus take a multivitamin and mineral supplement and eat highly fortified breakfast cereals such as Total or Smart Start, you're consuming megadoses of vitamins and minerals. Whereas you will most likely excrete the excess vitamins in your urine, your body may develop health problems related to mineral imbalances. That is, minerals compete with each other in the body, and too much chromium, for



Nancy Clark, MS, RD

example, can interfere with zinc absorption. This could potentially weaken your immune system. Too much zinc has been shown to elevate cholesterol levels. Good nutrition relies on the proper balance of nutrients; this balance (See Nancy Clark page 29)

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The whole operation is a huge undertaking. With over 25 employees and a monthly payroll around \$50,000. More than \$30,000 in building leases. Over \$20,000 a month is spent on replacement parts to refurbish the equipment. The cost to buy this depreciated equipment is over \$150,000. The point is we have made the necessary investments to insure a consistent and reliable product for you.

We've put ourselves in a position that forces us to perform for you or we don't make a profit. I'm not trying to impress you but I want you to see our commitment. We must satisfy you so you will buy from us on your next fitness room project and refer more customers to us. We can't service our huge overhead without repeat business.

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When our client's come see our National headquarters in Orange, California, they're amazed. They enter our gigantic warehouse with over 1,000 machines on racks 3 stories high. It looks like 50 health clubs went out of business and we bought all their inventory. When we tour them through our state-of-the-art remanufacturing facility, they say they've never seen anything like it. When they see our finished product they think it's brand new, and after we convince them that it is not, they say they will never buy brand new fitness equipment again.



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"Worldwide Fitness Saved Me Over \$150,000 And My Maintenance Staff Still Thinks The Equipment Was Brand New, I Don't feel I Sacrificed Anything. I Will Do All My Future Purchases With Worldwide." (Mike Boocian is the CEO of YMCA's)

"I Bought My Equipment From Worldwide For my second Club. I Saved Over \$25,000 And Used These Savings To Increase My Advertising Budget. This Extra Advertising Money Allowed me To Hit My One Year Sales Goals In My First 90 Days." Stephen Priest, MS, Fitness Health Club.

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Life Fitness Strength Launches Versatile Dual Adjustable Pulley System

HAMMER STRENGTH ROLLS OUT NEW MACHINES

Selectorized Machine Provides Extensive Exercise Options

Life Fitness launched a new Dual Adjustable Pulley system as part of its popular Life Fitness Strength selectorized line at the March IHRSA 2000 Trade Show.

With two weight stacks of 190 pounds each and two adjustable pulleys, the new piece of equipment is similar to a cable crossover. Its advantages include a smaller footprint (62" wide by 42" deep by 89" high) that still provides the same extensive exercise variety as a traditional cable crossover machine, including a pectoral fly, lateral raise, biceps curl, triceps pushdown and hip abduction and adduction, to name a few. This provides tremendous options to users and personal trainers, who literally can train the entire body using the Dual Adjustable Pulley system.

The Dual Adjustable Pulley system features two pulleys that can be moved from approximately eight inches to 84 inches high in four-inch increments. Like traditional cable crossover machines, the Dual Adjustable Pulley features a 1:2 resistance ratio. Due to the cables and pulleys, when a user puts a pin at 40 pounds, for instance, the actual load lifted is only one-half of the total, or 20 pounds.

The unique feature of the Life Fitness Dual Adjustable Pulley system is the ability to change this ratio to 1:4 with the shift of a lever (patent pending), which means that when the pin is set at 40 pounds on the stack, the actual resistance is one-fourth the total, or 10 pounds. This creates several advantages:

* Users have accessibility to lighter initial resistances - as light as 2.5

pounds - which can be beneficial for beginners

* Resistance increments are smaller than the actual amount of the weight plates - 2.5 pounds versus 10 pounds - allowing the ability to increase loads gradually

* The weight stack travels a shorter distance (one-fourth the distance of the handle), which reduces inertia and allows for higher speed movements, such as sports-specific training

The Dual Adjustable Pulley system comes with two five-pound partial plates, 2 crossover handles and an ankle strap. Additional accessories, such as a triceps pushdown bar and biceps curl bar, are available for purchase.

Hammer Strength Introduces New Ground Base Equipment To Maximize Functional Training

Hammer Strength expanded its Ground Base plate-loaded equipment line when the Ground Base Combo Incline, Ground Base Combo Decline and Ground Base Combo Twist Were introduced at IHRSA 2000.

The Ground Base Combo Incline features an incline press with a high row, and the Ground Base Combo Decline is a decline press and a low row.

Unique Way To Train

All Hammer Strength's Ground Base machines provide numerous exercise options in upward, downward and neutral planes of motion while allowing exercisers to train with their feet on the ground, encour-

aging total body stabilization, better balance and greater functional workouts that maximize everyday as well as athletic performance.

Hammer Strength Ground Base machines also provide a safe and controlled training environment for explosive sport-specific strengthening. In the feet-on-the-ground position, the user's entire body can respond naturally to the exercise exertion and gravity, thereby enhancing coordination and spurring strengthening of corresponding muscle groups.

"When I first began developing Hammer Strength plate-loaded machines, my focus was to simulate real-life movements that would transfer to everyday activities," said Gary Jones, founder of Hammer Strength. "Ground Base machines really are the next evolution, requiring users to perform movements with their feet on the ground like they would normally."

The versatility of Hammer Strength Ground Base machines makes them ideal not only for athletes, but also for anyone seeking to enhance their functionality, whether that means rising from a chair or improving performance in a specific sport. Due to their uniqueness, Hammer Strength Ground Base machines are best utilized in supervised programs, such as with personal or athletic trainers who can provide guidance as to proper positioning.

Developed on demand

The Hammer Strength Ground Base line was created when professional football coaches approached Jones requesting strength training equipment that would provide more direct correlation to ath-

letic play.

With traditional strength training machines, the speed of and resistance at which exercises are performed typically differ from sports-specific and everyday movements. Jones' challenge was to develop a way to train using machines that would allow for appropriate speed, resistance and body stabilization to maximize transfer to athletic and real-life movements. For optimal transfer, the training movement must be similar to the actual performance movement in coordination, range of motion, type of contraction and speed.

In response, Jones developed the Ground Base Hammer, which is now a standard in athletic weight rooms around the world. The Ground Base line has grown to nine machines to provide additional, specific movement to help train the entire neuromuscular system.

Hammer Strength Adds Machine To Unique Selectorized Line

Hammer Strength added a fifth machine to its unique new line of Motion Technology Selectorized (MTS) equipment with a new MTS machine unveiling at IHRSA 2000. MTS extends the authentic Hammer Strength lifting experience into a new selectorized platform, offering ease of use for everyone from beginning exercisers to professional athletes.

Joining the MTS line is the Iso-Lateral Front Pulldown machine. The existing MTS pieces, introduced in October 1999, are the Iso-Lateral Row, Iso-Lateral Incline Press, Iso-Lateral High Row and Iso-Lateral Decline Press.

"The Hammer MTS line was a natural evolution for this leading

brand," said Augie Nieto, president of Life Fitness. "The Iso-Lateral Front Pulldown machine is the next step in expanding this line with another popular exercise."

The Iso-Lateral Front Pulldown is available currently for \$3,199.

Background on Hammer Strength MTS

Like Hammer Strength plate-loaded equipment, Hammer Strength MTS equipment provides a converging movement pattern and independent arms that closely replicate the body's natural movements.

Unique to the MTS design are dual weight stacks - one for each arm, preserving the independent nature of Hammer plate-loaded equipment. With dual weight stacks, shorter belts directly connect the machine's arms to the weights and help minimize friction - ultimately creating the natural, smooth feel of the exercise.

About Life Fitness

Life Fitness acquired Hammer Strength in November 1997. Life Fitness, a Brunswick company, is the global leader in designing and manufacturing a full line of reliable, high-quality fitness equipment for commercial and consumer use. Its cardiovascular and strength training products, including the renowned Lifecycle exercise bike, are used in health, fitness and wellness facilities, as well as in homes, worldwide. The company is headquartered near Chicago and distributes its equipment in more than 120 countries.

Life Fitness, Lifecycle and Iso-Lateral are trademarks and/or registered trademarks of Brunswick Corporation.

Nancy Clark

continued from page 28

may be difficult to achieve with excessive supplementation.

3. A diet rich in energy bars is often poor in variety. Athletes commonly consume only 10 to 15 different foods per week. If the bulk of your limited diet is energy bars, think again. You may be missing out on important nutrients obtained from a variety of foods. Food variety adds spice to your nutritional life.

Your goal is to consume at

least 20 to 30 different kinds of foods per week. So either eat a variety of natural-food energy bars, or better yet, how about replacing the bars with whole grain bagels, nuts, peanut butter, apples, carrots, oatmeal cookies, and other assorted snacks?

Question: I'm trying hard to dump my plump. I do well when I eat packaged foods like a Balance Bar or 40-30-30 bar as a fundamental part of my diet plan. Is this a safe way to lose weight?

Answer: Dieters tend to like energy bars because they offer a

defined amount of calories, carbohydrates, protein, and fat, and this nutrition information on the label makes it easy for the dieter to calculate his or her food intake. But energy bars have no secret ingredients that promote weight loss. Their small portion assists calorie control by simply having a defined start and finish. That is, when you eat an energy bar, it's gone. But when you grab a handful of pretzels, what's left in the bag can tempt you to eat more...

Some dieters eat energy bars to the exclusion of whole foods. Bad idea. The best way to not only

lose weight but also keep it off is to learn how to eat appropriate portions of your favorite foods. That means learning how to navigate cookies, birthday parties, and fast foods—and not just avoid these foods while you live on energy bars.

The Bottom Line: Eating energy bars is preferable to eating candy bars and Twinkies. But the better bet is to eat a variety of wholesome foods that offer nature's bounty of health-protective compounds. You'll simultaneously save yourself lots of money. Energy bars easily cost \$0.70 per 100 calories. In comparison, raisins are only \$0.18/

100 cal.; banana, \$0.20; granola bar, \$0.28. When used in sports situations, energy bars can be handy, but for day to day snacking, choose real food.

(Nancy Clark, MS, RD is nutrition counselor at Boston-area's SportsMedicine Brookline. She is author of the best selling Nancy Clark's Sports Nutrition Guidebook, Second Edition, available by sending \$20 to Sports Nutrition Services, 830 Boylston St., Brookline MA 02467 or via www.nancy.clarkrd.com.)

Body Training Systems By The Step Company Energizes IHRSA 2000

By Norm Cates, Jr.

O.K. You've probably heard of BodyPUMP by now. But, you may not have heard about BodyFLOW, BodyATTACK, RPM or BodySTEP. These are the four new Body Training Systems Group Exercise programs showcased at the high-energy Body Training Systems exhibit at the IHRSA 2000 Trade Show.

In short, VALUE, VALUE, VALUE are the words that best describe the Group Exercise Programs now available through The STEP Company's Body Training Systems Division. These programs very easily could reenergize your club and give your club a real competitive

edge in your marketplace.

We contacted STEP Company CEO, Rich Boggs, to hear his impressions of the IHRSA Convention and Trade Show. Boggs said, "Truly unbelievable! We had good-steady traffic all three days. Cathy Spencer, our International Master Trainer, presented a Group Fitness Seminar to a full house and we had to turn 20 people away due to lack of space. I am happy to see now that club owners across North America are starting to look seriously at the potential of group fitness. Now that we have introduced our five programs, people are realizing we are not using programming to sell equipment. This is all about group fitness programming and management and how to take advantage

of this asset. As a result of the IHRSA Show, we have about 100 new accounts that are in the various stages of movement. Also, importantly, we are engaged in serious conversations with a number of large club chains that are very interested."

Boggs had mentioned he had a radio interview shortly after our interview. I asked, "What radio station is interviewing you?" He commented, "I'm not sure of the station name or even where it is. We receive calls from our licensed clubs for live radio interviews with local stations. The clubs use BodyPUMP as a news feature to get exposure for their club. We average 2 to 3 radio interviews per week. That is all part of the service we provide with the launch of BodyPUMP and the other Group Programs.

The Body Training Systems Group Exercise Programs are delivered through an extremely well conceived and planned 7-Step System that has evolved over 20 years at the Les Mills World Fitness Organization in Auckland, New Zealand. The 7 Step System strongly emphasizes instructor training. This training begins with either a 16 or 24 hour initial training format and continues with ongoing education. Quality control is a very important part of Body Training Systems new 7 Step System. All 5 programs are pre-choreographed for consistency, safety and musical interpretation. A video assessment is required for quality control. The new 7 Step System is accompanied by an extensive marketing campaign with PR, Internet emphasis and a comprehensive variety of marketing materials including posters, banners, ads and flyers. The heart of the Body Training Systems 7 Step System is the Group Fitness Management Workshop that's been getting outstanding reviews from club owners and group fitness di-

rectors. It's a 7 hour hands-on practical workshop that has an immediate impact on club's operations. The Program Development that goes into each of the 5 programs accesses professionals in over 40 countries and includes a medical Advisory Board that continually evaluates program safety.

This little post-IHRSA Trade Show peek at the latest with the Body Training Systems Programs is intended to encourage you to pick up the phone and contact the STEP Company and investigate the offerings that Body Training Systems

can provide for your club. If you haven't looked into BodyPUMP, BodyFLOW, RPM, BodyATTACK and BodySTEP, you should do so as soon as you can get to a phone. Call (800) SAY-STEP or visit: www.bodypump.com

(Norm Cates, Jr. is the Publisher and Editor of The CLUB INSIDER News. Cates is a 27-year veteran of the health, racquet and sportsclub industry. Cates was the 1st President of IHRSA and a Co-founder of the Association in 1981.)

Norm Cates' **THE Club Insider**
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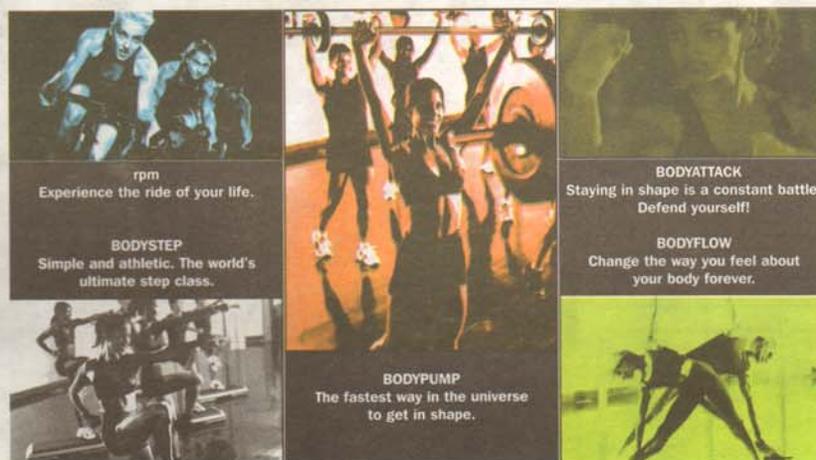


Body Training Systems RPM



Body Training Systems Body ATTACK

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body**training**systems, a division of The STEP Company, was created to enable clubs to manage group fitness to be the number one source of revenue, new members and member referrals.

body**training**systems and Les Mills International have an annual operating budget of over 4 million dollars and employ over 200 professionals, which include the world's top choreographers, trainers, exercise physiologists, a medical advisory board plus marketing and management specialists.

body**training**systems has enabled thousands of clubs in over 40 countries to *EXPERIENCE WORLD CLASS* program research and development, instructor training, quarterly programming, quality control, performance research studies, marketing and group fitness management training.

To find out how body**training**systems can deliver World Class results and profits to your club, contact The STEP Company today! Call 800.SAY.STEP or 770.424.8161. Visit us on the web at www.bodypump.com.

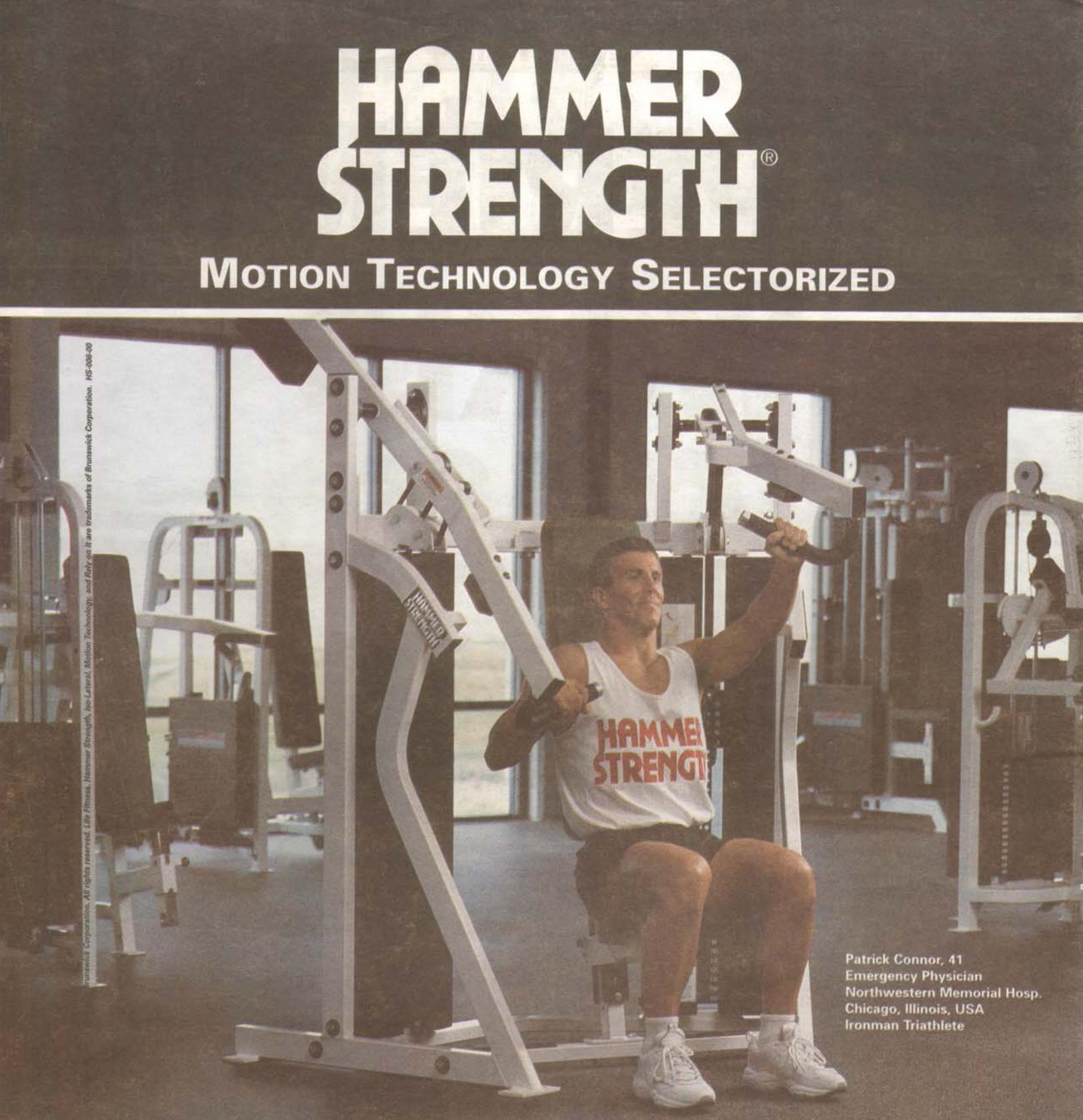
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