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Norm Cates'

# THE Club Insider

## NEWS

*The Pulse of the Health, Racquet & Sports Club Business Worldwide*

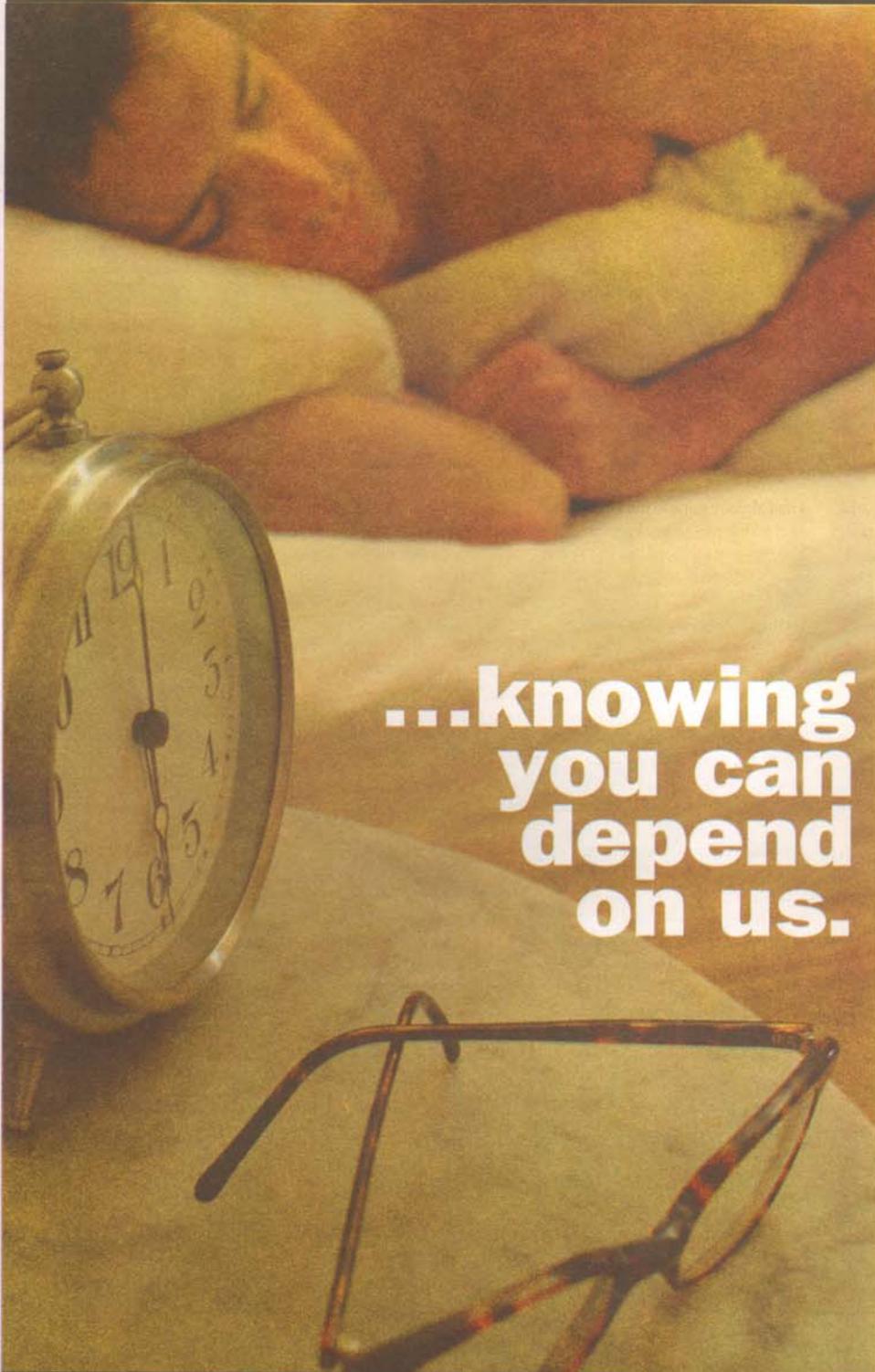
MAY 2003  
VOLUME 10 NUMBER 5



## Justin Cates

# “A Good Man”

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# Norm Cates'

# THE Club Insider

## NEWS

## Justin Cates

### "A Good Man"

By: Norm Cates, Jr.

I've waited ten years to write this article and I hope you enjoy it and find it of interest. I am writing today about my favorite person in the world, my son, Justin Cates.

Justin graduated with Honors from Walton High School in Marietta, Georgia on May 23, 2003 and I am writing about him here because I think you should know about a guy who is truly amazing. Most importantly, I want you to know about his huge contribution to The *CLUB INSIDER* News over the years. Without his brilliant mind and able accomplishments for The *CLUB INSIDER* News, first as our Computer Operations Director, then Webmaster and for the past 1 1/2 years, our Computer Layout Director, the publication would have had a much tougher first 9 1/2 years. I entered the publishing business with very

little computer expertise. Justin Cates has provided the crucial help and assistance that I needed to move into the digital cyber world. First, he began at age 12 serving as our Computer Operations Director. Then two years ago, at age 16 he added the job of Webmaster. And, 1 1/2 years ago, he added the job of Computer Layout Director. Justin will continue in all of these capacities for The *CLUB INSIDER* News while attending the University of Georgia on a Hope Academic Scholarship beginning this August 16<sup>th</sup>.

Over 10 years ago, I made up my mind that I was going to exit my last athletic club operation, The Wildwood Athletic Club, and move on to something new in the health, racquet and sports club business. I prepared a list of 10 potential new businesses to consider and in January, 1993 traveled to Chicago to attend one of our

regular Faust Executive Roundtable #1 Meetings. I presented the group with the fact that my last club lease was expiring and I had already gone to my landlord at the time, Cousins Properties, and informed them that I did not plan to continue my involvement there. The 26,000 square-foot facility was located in the lower level of an office building that was one of five buildings in the world class Wildwood Office Complex, then occupied almost exclusively by the IBM Corporation. And, at the time, IBM was downsizing and laying off 245,000 employees nationwide and many of our 1800 members were arriving at the club day-after-day with sad faces after learning that they had been cut from their jobs.

I told the Faust Roundtable #1, that included Rick Caro and many of those that I had Co-founded IHRSA with, that I was leaving day-to-day club operations,

and that I intended, with their help that day, to develop a new business. I explained that my MISSION was to develop a business that would: 1) allow me to work at home; 2) allow me to stay in the club industry that I love while serving the people I'd grown to know and love during my first 20 years in the industry; and 3) be limited in travel requirements. I explained to the group that my GOAL was to become a stay-at-home "MR. MOM" for my son, Justin, who was age 8 at the time.

### The *CLUB INSIDER* News Was Founded

When my turn to speak at the Chicago '93 Roundtable came, I stood in front of the group with a flip chart on which I had listed 10 different new business ideas. All of them were in or associated with the health,

racquet and sportsclub industry. Within that one hour, the group that included Rick Caro, Red Lerille, Curt and Jane Beusman, Todd Pulis, Mitch Wald, Dick Trant and Cecil Spearman, had narrowed the choices down to one. The idea of an industry newsletter emerged as the leader. The group and I conceptualized how, given my background in the industry as a Co-founder of IHRSA and its 1<sup>st</sup> President, the publication could become a 'one-of-a-kind' monthly publication. We discussed and concluded that the publication must be outspoken, irreverent and must serve the health, racquet and sportsclub industry in ways that none of the other publications would, or even could. I am thanked by club owners and managers everywhere I go for achieving those objectives. In fact, we have done exactly what Jane Beusman said in Chicago in '93 that we should (See Justin Cates Page 6)

## "About Obesity"

(Publisher's Note: I rarely reprint any article that I've published before. But, given the massive public media exposure that the disease of obesity is now receiving, I thought this article was particularly important to share again and might be helpful to you and your staff as you try to figure out how to attract some of the obese, overweight and de-conditioned 170+ million American's to your club. Laury Hammel is an old friend of mine and IHRSA's Executive Director, John McCarthy. He is a 30-year club industry veteran and is unique and different in many ways when it comes to his business approach. (See CBI

Magazine's March, 2003 edition for a terrific cover story interview by Bradley Keeney with Laury). Laury is a deeply thoughtful individual and the CBI interview highlights many of those differences. Four years ago he wrote the article I've reprinted below and now entitled "About Obesity". The article was originally in the form of a letter to John McCarthy, IHRSA Executive Director, in response to 24 Hour Fitness' billboard ads in Northern California showing 'Aliens' with the caption, "When they come, they will eat the fat ones first!"

John McCarthy and I both thought the billboard was somewhat blunt to say the least,

but we believed it had to be very thought provoking and would help some people. And, it was! The billboard and Laury's article on these pages, actually helped me as I weighed 343 pounds at the time and I subsequently lost 110 pounds! It provoked Laury Hammel to the point that he criticized our friend John for being publicly supportive of the ad, and he wrote what I would characterize as one of the most caring, sensitive and important articles on obesity that has ever been written. So, please take the time to read and think about what Laury is saying here. And, try to conceptualize how you might use his message to advance your club's efforts

to reach this massive, untapped population of over 170 million Americans. They ALL NEED YOUR CLUB'S HELP! And, please remember, Laury wrote this four years ago, a couple of years before the U.S. Surgeon General declared obesity to be at epidemic levels.

### "About Obesity"

By: Laury Hammel

As you know, I'm the owner of The Longfellow Clubs, a health promotion organization with six businesses and 10,000 members and serving thousands of others in programs. One (See Obesity Page 8)

### Inside The Insider

- An Alleged "Bottom - Feeders" Update
- FitnessInsite and NASM Sign 5-year Alliance
- Provost Family Launches The SportsClub Simpsonville
- "PR Moment"-The Benefits of Reputation Management
- Body Training System Update

## The "Insider Speaks" An Alleged "Bottom-Feeders" Update

By: Norm Cates, Jr.

The health club industry has an "image" problem, a problem that is holding back 20,000+ health clubs bigtime. The problem is that some unscrupulous health club developers and operators do things to consumers, competitors and employees that are wrong, and often are illegal. So, what do those in the health club industry do about unsavory characters that are damaging their chances to make a fair, honest and decent living? There is little that competing club owners, former employees, members, prospective members and employees can do but attempt to compete with these unsavory, predatory operators with day-to-day ethical and honest operations, and in the case of consumers, vote by removing their dollars.

### An Interview With Dwayne Carr - Who Is Fighting Back

And, there is one other thing they can do and that is to take the alleged "Bottom-Feeder" predators to court. That is exactly what Dwayne Carr, owner of two Powerhouse Gyms in Lexington, Kentucky says he is doing. Dwayne has indicated that he is going to court on May 23, 2003, to begin legal action against our alleged "Bottom-Feeder" that owns and operates

a slew of gyms in the region. Here is the content of a phone interview with Dwayne Carr conducted on May 15, 2003:

Dwayne Carr - "I met this guy when he first started building gyms in my area (Western Kentucky) and he told me that he was interested in buying me out. During that meeting he told me and I quote, 'If you don't sell out to me, I am going to run you out of business. There will be nothing but my gyms in this area when I am through.' Carr continues, "Since that time, I have experienced nothing but trouble from him." I asked Carr, "Is there anything that you can share with me on that lawsuit?" Carr responded, "Yes, it is going to be in the multi-million dollar range. We can show where he damaged our business by \$500,000 in revenues last year. We're going to sue for at least ten times that amount. My lawsuit is going to be at least in the \$4.5 to \$5 million range. We have all the documentation we've collected during all this. Examples: they set up "Special Powerhouse Memberships" in his clubs for just \$10 per month for 6 months, and after that, a regular "student" rate of \$25 per month was offered for anyone that would quit our clubs and join his. They don't even offer that rate if they are students or not, and such an offer is against the law in Kentucky. It was specific that if you were a Powerhouse Member, you and only you, could get this special discounted rate. They have been putting promo

cards and flyers on our members' cars in our parking lots. Last August they set up booths on a University campus telling students we were going out of business at the end of the month. They also set up a booth at a Health and Wellness Fitness Expo where I personally witnessed a guy right in front of me telling people that Powerhouse (we) are going out of business and that they were offering memberships for just \$25 per month for anybody that was a Powerhouse member. One of the worst things he did, not only to me, but to the people in this town, was a series of TV and radio ads in January, 2002, saying that his new gym was opening at Nicholasville Road and New Circle Road, just 1/2 mile down the street from my location. The ads said, "A new \_\_\_\_\_ gym is opening at Nicholasville Road at New Circle Road. Don't join another gym until you see the plans for this all new fitness club!" These radio and TV ads just killed my sales during this very critical time of the year. The ads, promoting this never-to-arrive gym, were specifically intended *only* to damage my businesses by killing my new membership sales during the New Year. We are going to have to subpoena those radio and TV

commercials. I also have a club in Richmond and he did the same thing there. Starting in July and August last year, they announced that they were opening a new gym there and they never opened it, even though they were selling memberships in their other gym locations saying that the members would have membership at the new, never-to-be-built gym in Richmond as well. We have them on tape telling people that I didn't have any air conditioning and that we only had two treadmills, which is not true. Things like that. So, we're scheduled to go to Court next Friday. We are not just going after him personally, we will be tying in all of his holding corporations into the lawsuit."

### Introducing Our First- Ever, But At This Time, Alleged -"Bottom Feeder"

So, it is with great disgust that we introduce our first-ever alleged "Bottom-Feeder". This page includes **installment #1** of several installments we have planned for him. His name and his company name will be withheld from my publication until I receive an actual copy of Carr's lawsuit,

stamped and dated when received by the Court. We will then reprint that Lawsuit in an upcoming edition. On this page you will also see a report from the Better Business Bureau with a rating of **UNSATISFACTORY** on this alleged "Bottom-Feeder's" gyms and a copy of a letter written by 16-year Ohio club veteran Joe Godar, to the Attorney General of Ohio about the problems they've experienced with the alleged "Bottom-Feeder's" pre-sales program which lasted for what seemed to them like an eternity. Both of these documents are available to the public now, so we have reprinted them FYI in this edition. You may also learn more by going to: [www.betterbusinessbureau.com](http://www.betterbusinessbureau.com)

Next month, in addition to Carr's lawsuit, if it has been filed, we will publish interviews from several of our alleged "Bottom-Feeder's" former employees of who have allegedly had money illegally withheld from them upon termination of employment. Those reports will take the form of legal, signed and Notarized Affidavits. And, next month we will have "Trouble Shooter" reports from Howard Ain of WKRC-TV in Cincinnati, Ohio. To see and download those reports now, go to: [www.wkrcv.com](http://www.wkrcv.com).

(See Insider Speaks Page 5)

BBB Serving 64 Counties in Central & Eastern Kentucky  
 1460 Newtown Pike  
 Lexington, KY 40511

#### BBB Reliability Report

Gold's Gym  
 230 West Main Street #B  
 Lexington, KY 40507

#### General Information

**Principal:** Mr. Darrell Speltz, General Manager  
**Phone Number:** (859) 252-5993  
**Fax Number:** (859) 252-4763  
**Type-of-Business Classification:** Health & Fitness Clubs

#### Customer Experience

Based on BBB files, this company has an **unsatisfactory** record with the Bureau due to **unresolved complaints**. The Company has resolved most complaints presented by the Bureau, however the company did not always respond to complaints within the Bureau's time frame. At least one complaint remains unresolved because the customer was not always satisfied with the company's response. Other complaints remain unanswered; the Bureau did not receive a response.

Betty D. Montgomery  
 Attorney General of Ohio  
 State Office Tower  
 30 East Broad Street  
 Columbus, Ohio 43215-3428

9/18/02

Dear Attorney General,

I am writing to you today as a very concerned business owner. I have owned and operated Paramount Fitness Center, Inc. in Cincinnati for over 16 years. We have a great customer base and have followed the rules and laws of the State of Ohio for 16 years.

We do not mind competition from respectable businesses that compete directly with our business. Then the consumer can decide which club to join based on what they have to offer and the price for the services.

What has me concerned is the recent activity of a new club, Gold's Gym. They have been pre-selling memberships for about 10 months with no signs of actually opening the club. This is giving my industry a very bad name. People are calling us everyday to compare clubs. They think, based on radio ads, and talking to the Gold's sales people that their club is open or will be opening "next month". They are claiming things in their ads that are not true. People have joined and are now trying to get their money back and they are not returning it to them. They are violating the 180 days law to provide the service sold to the new members. They claim the club will open in a few months and yet they have not applied for a building permit and they claim to be putting \$7,000,000.00 into the club. A club of that size will take at least 6 months to build once the permits have been approved.

I strongly believe that the management of Gold's is testing the market to see if they get enough members to join, then they will open the club. If they do not get enough members, they will pull out and try another area. Leaving the people that purchased pre-sale memberships out in the cold.

There are many reputable club owners in town, that have followed Ohio State Law for many years. We wonder why they are getting away with treating the public in this manner. We would like something to be done to protect the consumers, as this will turn into a very bad promotional item for the entire health club industry. We are looking to you to take the appropriate actions to protect the consumers. The phone number to the office of Gold's is 513-347-4653.

Thank you addressing this situation.

Sincerely,

Joe Godar  
 President Paramount Fitness Center, Inc.

## ● Norm's Notes ●

"RAY WILSON", the "Father and Dean" of the Health Club Industry, has been in the business since the 1950s. In my view, Ray Wilson clearly has done more to influence and shape our industry than any other person in the world. I have delayed Part I of our series, "The History of the Health Club Industry" until our June edition, so that I may include interviews with Ray, Bob DeMonteque and Donahue Wildman. Ray Wilson has been the industry leader and trend setter in many ways for decades. He has led the way in many areas, the "Spa" concept that the industry copied for two decades, mass equipment installations (7 different lines of selectorized equipment) made famous in his amazing co-ed Family Fitness Centers, in the pioneering days, the development of the LifeTime Membership and subsequent honest admission of the problems with that concept and switching to monthly dues, and Ray's development of the Lifecycle and the mass marketing of the LifeCycle with Augie Nieto, the conversion of racquetball courts in clubs to many multiple uses that saved a huge number of clubs across the country and the list goes on and on. For over 53 years Ray Wilson has led the way and at age 75, he is **NOT** planning to slow down. In fact, he is speeding up! Ray recently told me that, "I now intend to help lead this fitness industry to address both the huge and neglected deconditioned market and also the millions of people that have joined fitness centers and then dropped out. I hope the industry again copies me on my new companies as well as on efforts to improve our health club industry image. In the 1950s and 60s we needed 'hard-sell' when we were pioneering, but we're no longer pioneering and fitness is "in." It is so "in" now that a "soft sell" will accomplish the job much better and a better health club industry image will get us many more members. Hard sell now loses members and potential members as well. Our industry's bad image is really hurting us in this "new era" of mass fitness awareness. Back in the beginning, we needed to change people's lives, and they didn't want it, and we did use methods in those days that are totally unacceptable in these times. Now, the U.S. Surgeon General's war on obesity and obsession on exercise is causing a windfall of mass fitness publicity like none of us have ever seen before and we don't need to force them to accept fitness anymore. But, our health club industry image is so bad we lose members' business to YMCAs and others that we should not lose. And, people that do things like our (24 Hour Fitness) people did up in Oregon, putting flyers on competing club members' cars or guest passes in their locker rooms are wrong, wrong, wrong. Mark Mastrov and 24 Hour Fitness do not tolerate behavior like that and come down hard on offenders. Those are the kinds of things we might have done back in the early pioneering days (50s and 60s), but we can't forgive that kind of behavior anymore. Not now. Our industry is so "in" and we are receiving such good publicity for fitness, that anything we do that hurts our image means we are hurting ourselves financially. And, hard sell is hurting us. It is just not good business because we don't need to do it anymore."



*Geoff Dyer (L) and Ray Wilson*

### "Short-Term" Thinkers vs "Long-Term" Thinkers

"Another industry problem is that we have "short-term" thinkers and "long-term" thinkers. Short-term thinkers don't make it and long-term thinkers do. I am a businessman and over my career, I've done whatever was best to do for success. I admit during my pioneering days that we did all kinds of things then that are totally unacceptable in this era. But now that fitness is so in, any of the things that you do that hurt our industry image is really costing all of us money. Using "hard-sell" and other old methods ruins this terrific mass fitness publicity that the whole world is giving to us for free. This new free mass publicity for fitness is really a gift of dollars for our health club industry and anybody that does things now that hurts our industry image is throwing the health club dollar earning opportunities away for all of us by doing stupid image damaging things. It's that simple. Short-term thinking vs long-term thinking."

### Ray Wilson Says "Tell-It-Like-It-Is!"

I asked Ray, "What can be done to force any **rogue health club operator** to do the right thing for our industry and to think 'long-term' vs 'short-term'? He replied, "I think our industry needs you Norm, to "Tell-It-Like-It-Is." Just like when you told me that you were going to write about what the 24 Hour Fitness people did to the **EISENZIMMERS'** clubs in Oregon. I said great! We don't want stupid stuff like that to happen. Anything that is done now that damages the industry image costs all of us money. No good leader wants that kind of thing done if they have any good business sense at all. Mark Mastrov, 24 Hour CEO, and the 24 Hour Fitness Board of Directors don't want that kind of stuff going on up in Oregon or anywhere else, so they wouldn't object to that stuff being pointed out in public because it will help them stop it. Norm, you've really got to be the key to it. That's why, 7 or 8 years ago, when you had overextended your circulation and you were struggling, and I thought you might go out of business, I helped you get advertisers like **Life Fitness**, **Keiser** and **Hoggan Health Industries** on board. The industry needs you because we need somebody that "Tells-It-Like-It-Is". All these other glossy magazines don't go after anything. But, you do. What impressed me way-way back in the beginning of *The CLUB INSIDER* News was that you went after Bally so hard for years, as during that period they were screwing up our industry image so bad with State Attorney Generals complaints, etc. **Our industry needs that voice.** I believe your publication was a catalyst in helping to get Bally's to improve. We need you Norm to be our industry "watch-dog", someone who will point out exactly as you mentioned in the April issue, the alleged "**Bottom-Feeders**". On behalf of the entire 20,000+ location health club industry, you have actually got to embarrass people that are hurting our industry. So, what you are doing Norm, is probably the best thing that could be done to help the health club industry."

STAY TUNED for next month's **Part I of The History of the Health Club Industry!** (See Norm's Notes Page 20)

### ...Insider Speaks

continued from page 4

#### *And Hopefully, We Will Report - "The Other Side Of The Story"*

We always welcome the "other side" of the story. So, we've aggressively attempted to contact this alleged "Bottom-Feeder" by telephone to ask him about his threat to Dwayne Carr and to ask him to explain how he can sleep at night, given the

predatory manner in which he competes with others in the health club business.

We placed four phone calls and left four phone messages at the alleged "Bottom-Feeder's" headquarters and he did not return any of the calls by our press deadline. My guess is that he does not want to talk to this author. I just can't imagine why NOT!

So, let me close my report with this. Once I've completed this alleged "Bottom-Feeder's" Update this month and

next, and the month after and the month after that, if that is what it takes, I plan to package it up and present it with the signatures on the appropriate IHRSA Complaint Form of any and all of the IHRSA Members in the Region that will join the IHRSA complaint. My objective will be to see that IHRSA takes action against this alleged "Bottom-Feeder" whose alleged disgraceful health club operations, if true, are a "black-eye" on not only IHRSA, but our **entire** health club industry. Operators like this

alleged "Bottom-Feeder" hurt all 20,000+ health clubs in the U.S. and it is time that we stop this kind of behavior and make it clear that our industry will no longer tolerate it.

So, bye-bye for now. And, if you compete with this alleged "Bottom-Feeder's" gyms in this region, **help is on the way!** If what is alleged is true, this is a **perfectly disgraceful and disgusting example of what our terrific health club industry SHOULD NOT be about!**

(Norm Cates, Jr. is the Publisher of *The CLUB INSIDER* News and a 29-year veteran of the health, racquet and sportsclub industry. Cates was the 1<sup>st</sup> President of the IHRSA and a Co-founder of the Association in 1981. In March, 2001, Cates was honored by IHRSA with its **DALE DIBBLE Distinguished Service Award**, IHRSA's highest honor. Cates may be reached at: (770) 850-8506 or at: clubinsidernews@mind.spring.com)

## ...Justin Cates

continued from page 3

do. We have "Told-It-Like-It-Is." Six months after the Chicago meeting, the Faust Roundtable #1 met again in DelMar, California. At that meeting, attended by 14 Roundtable #1 members, we brainstormed about the name of the new publication. I tape recorded that conversation and at one very exciting moment, I counted 9 different Roundtable members mentioning possible names, all at the same time. All of a sudden, and at the very end of my time there that day, 'Brother' Curt Beusman said, "The *Insider!*" Then he said, "The *CLUB INSIDER!*" Then he said, "The *CLUB INSIDER News!*" I excitedly said to all, "That's it!" And, that was it! The *CLUB INSIDER News!*" And, this little newspaper with a purpose and a heart was born that day for sure.

### JUSTIN CATES Was Born

"It's A Boy! - JUSTIN CATES!" Justin was born on January 18, 1985, the coldest day in the history of Atlanta. It was nine below zero outside and the banner streaming behind the airplane I had hired to fly circles around Northside Hospital in Atlanta announced the arrival of a very special guy. The banner said, "It's A Boy! - JUSTIN CATES!" Ilena, Justin's Mom, put in many hours of hard labor before the doctor decided that Justin must arrive by Caesarian procedure. To say that his Mom and Dad were proud that day would be a huge understatement. Proud and overjoyed at the arrival of our only child is a true description of our feelings.

### The Power of the Mind Rules!

During Justin's early years I worked with him and impressed upon him the fact that "The Power of the Mind Rules." I began to teach Justin concepts of goal visualization, goal setting, plan development, and plan follow-up to completion through the daily use of checklists. He has learned and applied those lessons well.

Justin has taken those lessons and over the past 10 years has accomplished a great deal for a young man. To date, he has:

1. Mastered the high

school academic world. He was accepted at the University of Georgia as one of 4,500 to be in the Class of 2007 with a 3.67 G.P.A out of 4.0 and 1160 on his first try at the SAT. There were 11,500 applicants to UGA this year. Four years ago we moved into a home just 100 yards from Walton High School. My objective was to provide him with a "campus" like environment where he could walk to school, football practice and track practice in less than two minutes. A few years back, Walton High School was named in a U.S. News and World Report as the #6 public high school in America. That year, an amazing 97% of Walton High graduates went on to higher education. When Justin was a sophomore at Walton, he would come home everyday and I would be sitting here working on *The CLUB INSIDER News* and after our daily greeting, I'd ask him, "Have you got much home-work?" Almost every time he would reply, "Not really, I already did it at school." Well, that "at school" homework was not working out too well as he earned only a 3.3 G.P.A. the first semester of his sophomore year. Over the Semester break I talked with him about how, in my view, he was not doing his *absolute best* and I asked him to begin to bring home his homework and really hit the books. He did and earned a 3.83 his second semester of the 10<sup>th</sup> grade. This provided proof of the concept of homework done at home and he showed his "eye-of-the-tiger" ability to focus on a goal and achieve it, when in his Junior year he earned 14 A's on two *back-to-back 4.0 reports cards!* Through that goal setting and refocus he achieved his visualized goal of admission to UGA. (Now ranked 18<sup>th</sup> in the U.S. academically!);

2. Has shown an amazing acumen for the publishing business and is, as I write this, reconstructing the Website he built two years ago to include displays of our advertiser's logos and links to the Websites of each of our advertisers. In January, 2002, he also replaced Ms. Cathy Brown of Atlanta's Hudspeth Report as our Computer Layout Director and has successfully done the layout work for 17 monthly editions to date.

3. Has excelled in football and track. He lettered 3 years in football. He would have been a four year letterman, but he broke his leg in the second game of his 9<sup>th</sup> grade season.

(After rushing for 150 yards on six carries with two T.D.s.!) Due to a misdiagnosed x-ray, he played two more games with that broken leg before a second x-ray disclosed the hairline fracture). During his senior year his team had a terrific 8-3 season under the able direction of Walton High's Coach Ed Dudley. Justin, a starter at running/blocking back, kick off returner and special team player his senior year, was named by his Coaches as the Most Valuable Player on the offensive team for two of their games, including the extremely tough game against the #2 team in the State at the time, Harrison High School. Walton lost that heart breaking game 16-10 in a driving rain storm. When Justin first started playing football at age 11 in the 5<sup>th</sup> grade, he weighed 92 pounds. I explained to him then that weight training would be a key to his potential success in both football and track and would be something that would truly change his life forever. And, it has. I taught him how to lift weights and wrote up his program, spotted him during many workouts here at our home gym and monitored his progress when he worked out at the school. By his senior year, he weighed 160 pounds with a 8% body fat. He benched pressed 300, squatted with 340 and power cleaned 230 giving him one of the highest Power Index (5.82) scores in his school of over 2500 students. He ran the 40 yard dash in 4.6 seconds and the 100 meters in 11.5. To cap his high school athletic career, Justin was named to the "Who's Who of American High School Athletes" list, an honor given to only 1/2 of 1 percent of the high school seniors in the U.S. each year. His friend and football and track teammate, Naval Academy bound, Stephen White, was the only other Walton High Athlete so honored this year.

4. Last, but not least, Justin taught himself to play the guitar a little over 3 years ago. He refused to leave guitar lessons, but now plays guitar as well as anyone you might hear on the radio or see on MTV. He is very excited about going to college in Athens, Georgia, because it is a music mecca (the home of bands - The B-52's and REM) and his vision is to become a professional musician and singer. He has already recorded several of the first songs on his first record album. Wait until you hear him play the guitar!



Cheri Taubin (Tutor) and Justin Cates

### In Justin's Own Words

Justin will be pursuing a degree in business at UGA, and while doing so, he will also continue his employment with *The CLUB INSIDER News*. He will also be pursuing his music aspirations. He may also run track, but has set that idea aside for the moment. We asked Justin to comment on his life so far and his aspirations for the future and he said, "If it wasn't for the people who have helped me along the way, I would never have gotten this far in life or accomplished the goals that I have set for myself throughout the years. I started playing football in the 5<sup>th</sup> grade and it became a life-changing experience. My head coach in high school, Coach Ed Dudley, is everything that you could want in a coach, a teacher and a friend. He is always there with the latest gossip, college football news, jokes and a shoulder to lean on if something is wrong. To help with my football I decided to run track and that's when I met Coach Williams. He is the Coach Dudley of track. When I began my track career I didn't even know what all the little markings on the track meant. But, when Coach Williams finished teaching me about those little marks and many other things, I became a leader. I began teaching my teammates, the new freshman, what those marks meant, how to hand off a baton correctly and how to approach a race. I may never be the general of an army, but I owe my leadership skills to these two coaches. I'll always remember your lessons, Coach Dudley and Coach Williams. Thank You.

During my freshman and sophomore year it was clear that I was a sport nut and weight training nut. I had already accumulated nicknames from sports like: Locomotive, WaterBug, Roids, Sycho-Midget, and many others, but my grades were under-par. A 3.3 would not get me into UGA, so with my Dad's encouragement I decided to do something about it. I worked harder the second half of my sophomore year and earned a 3.83. Math was the A that I missed. That summer I started receiving tutoring in mathematics with the beautiful Cheri Taubin, (see photo, above) a teacher of 20 years at Dodgen Middle School right down the street from Walton High School. My goal was to improve this B in Math to an A. The end of fall semester rolled around and I was sitting comfortably with a 93 in Math and all A's in my other classes. I took my finals and it happened, my first all A report card!!! I was pumped to say the least, so I took two weeks off for winter holidays and began again. This time though, as finals rolled around, I was sitting on two B's, an 89 in English and an 89 in Math. In English I had one grade improvement opportunity left, the infamous research paper. Mrs. Taubin helped me on this research paper over a period of 3 weeks and in the end it was enough to get an A in the class. With the A on the paper it pulled me to a 90 in the class and I was able to exempt the final. Now I had to focus on math. I had to score in the 90's on my final exam to get an A so I studied relentlessly for days. The final

(See Justin Cates Page 7)

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### ...Justin Cates

continued from page 6

came and I took it, but I wouldn't know whether I got an A in the class for days, because our family would be at the beach soaking up the sun and I would be getting school out of my system. So, I cut a deal with my teacher. I gave her my cellphone number and asked her to please call me when the grade was in. As we arrived at our hotel at the beach, I called my voicemail to see what the verdict was. Here's what my math teacher, Mrs. Blackmon, said on the voicemail message, "Hey Justin, it's Mrs. Blackmon. You didn't do so great on your final. I'm sorry but you didn't get your A.

...(a moment of silence)...

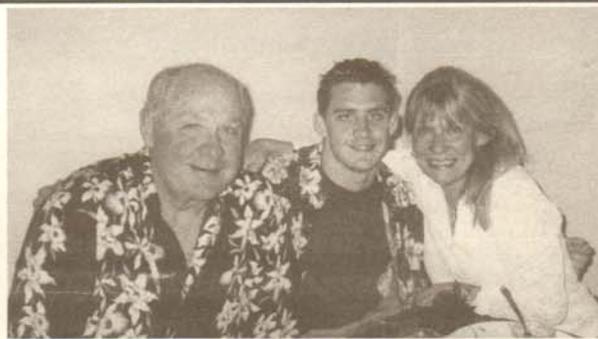
NOT!!! You did awesome! You got the highest grade in the class with a 108 and earned your A! Congratulations and have a great summer." Mrs. Blackmon is always a kidder. So I did it, two 4.0's in a row, 14 A's! It then became clear to me that "The Power of the Mind Rules!"

The two 4.0's boosted my GPA to a 3.67 and it was time to apply to college. I had the

grades I needed and the sports I had played would help my application appeal to the admissions officers, but I needed a letter of recommendation to seal the deal. I went to my Junior English teacher, Mrs. Linda Johnson. Mrs. Johnson made English fun, and I think I made teaching fun for her. One Friday, during half-time at one of our football games, Mrs. Johnson found my parents in the stands, and told them what she thought of me. She said to my Mom, Dad and Uncle Dave, "Mr. and Mrs. Cates, I'd like to introduce myself. I am Linda Johnson, Justin's English teacher. I want you both to know that I and all of the students in Justin's English class just love Justin. He is always prepared, he participates actively in class and he is always in a happy, friendly, upbeat mood. I just wanted to tell you what a terrific young man Justin is." When I came home after the game that night my dad told me about Mrs. Johnson's comments and added that this one comment made him prouder than he had ever been during six years of football and track. So when I asked Mrs. Johnson to write the letter of recommendation for me

she was very happy to, and what a job she did! It was the most-moving piece of writing I have ever read. It made me wonder about what I could have done to impress such a great lady in such a huge way. Well, I was accepted at UGA this winter and my future awaits. I owe everything to my teachers and coaches. But there are so many more I would like to thank: my Mom and Dad, my Uncle Dave, my grand-parents, my closest friends, and everyone that has ever been there for me. I wish I had enough time and paper to thank you all. So, I want to end these comments by saying, "Thank You" to you all now."

So folks, that's "Mr. Mom's" report on Justin Cates. I want to thank you all for your indulgence here. But, so that you understand, I simply could not pass up this opportunity to honor this fine young man as he has done so much for The CLUB INSIDER News and the health, racquet and sportsclub industry, while at the same time juggling the challenges of high school academics, football, track, and guitar playing. He is an amazing human being and his Mom and I love him very, very much and we are very proud



**The Cates Family**

of him and his achievements at the young age of 18. I am sure will see Justin at a convention and trade show some day soon and when you do, please stop him and say hello. He is a very friendly and nice young man and I think you'll like him. I also predict that one day you will see Justin Cates on MTV as a recording artist. And, "just-in-case" you ever forget his name, remember, Justin Cates.

(Norm Cates, Jr. is Justin's Dad and the Publisher of The CLUB INSIDER News. Cates is a 29-year veteran of the health, racquet and sportsclub business. He was the 1<sup>st</sup> President of IHRSA and a Co-founder of the Association. IHRSA honored Cates in March 2001 with the DALE DIBBLE Distinguished Service Award, IHRSA's highest honor).

Norm Cates' **THE Club Insider**  
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## ...Obesity

continued from page 3

reason your response to the controversy was such a concern to the Longfellow management and staff is that IHRSA as been a leader in promoting positive attitudes toward health and fitness. IHRSA has worked hard to be a thought-leader in our culture. We strongly object to IHRSA's primary spokesperson being included on the '24 Hour Fitness' web site congratulating them for an ad that does not represent the perspective of the majority of IHRSA Clubs. Placing IHRSA in a position of justifying this embarrassing marketing strategy is not appropriate. Please remember that when you speak publicly as an IHRSA representative you are speaking for our industry and our

organization and our business. The attitude expressed in this offensive ad needs to be addressed by IHRSA strongly and specifically. This ad and your response is a setback in our fight to encourage healthy life-styles.

Please consider the following response to this dangerous and harmful marketing strategy:

1. Obesity is a serious national epidemic directly responsible for chronic disease and millions of premature deaths. Most studies available clearly state that no matter how positive certain health indicators are, if you are obese you are putting yourself at great health risks. For example, the number one cause of Type II diabetes is obesity (good nutrition, exercise and weight loss being the most effective cure). America is one

of the most obese nations on earth, 45% of the adult population suffers from obesity. There are over 100 million obese people in the USA—1/3 of the world's obese population. What is of even greater concern is the rapid increase of obesity in our adult population which is approaching the previously unthinkable number of 50%. If the current rates of increase were to continue, all of the adult population will be obese in thirty years. IHRSA has a moral and business imperative to fight this serious health problem.

2. The sources of this nationwide epidemic of obesity are primarily life-style related. Our culture is currently designed to encourage high caloric and non-nutritional eating as well as fostering a sedentary life-style dominated by computer terminals and television screens. Add to this equation, the increasing pressures on our time and the emotional and cultural dynamics associated with food and we've got ourselves a devastating national health crisis.

3. IHRSA Clubs have an extraordinary opportunity to serve an expanding market by meeting the need of preventing or eliminating obesity. This market now numbers in the millions, and obese and overweight individuals desperately need the expertise and services our clubs have to offer. Because obesity is 70-95% related to life-style choices, IHRSA clubs are uniquely positioned to positively influence the lives of obese people. The quick-fix programs available are not the answer—at best they don't work and create demoralization and at worst they can cause long-term physiological damage. Specially designed programs offering a long-term approach toward life-style behavior changes are capable of transforming a person's life forever.

4. IHRSA has spent years looking for strategies and programs to bring the 'deconditioned market' into IHRSA clubs. If you listen to the vast majority of presenters at the IHRSA convention you will hear the plea for IHRSA clubs to create a welcoming and non-toxic environment in our clubs for people who may not look like the people who grace magazine covers. Practically speaking, this means that IHRSA clubs are charged with developing a club culture that understands the seriousness of this national health problem, but does not degrade or

# Club Business International

March 2003 www.ihrsa.org \$7

The magazine of the  
 International Health, Racquet  
 & Sportclub Association

Laury Hammel demonstrates how much one independent club operator can achieve >35

### Capitol Connection

>42 IHRSA's First Annual Legislative Summit will turn club owners into published exercise activists.

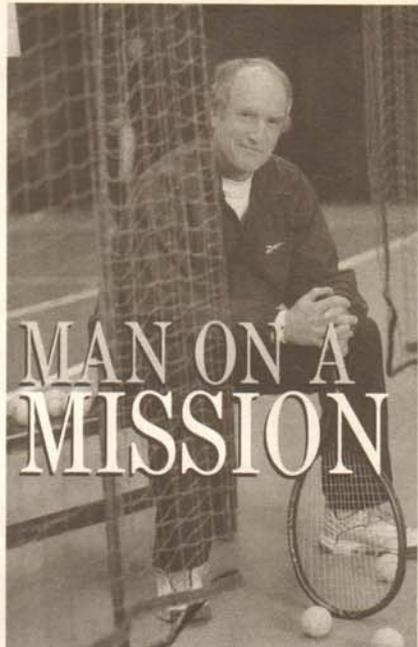


### Put 'Em Up!

>44 Three club owners explain how to wage a smart fight when tough competition comes to town.

### Brian@The Gym

>50 A hilarious cartoonist Brian Bassett gets both fit and funny, thanks to his club experiences.



## Laury Hammel on cover of CBI, March 2003

make fun of people who already feel badly enough about their bodies.

5. If IHRSA aims to grow to 50 million members by 2010 then IHRSA clubs need to create a welcoming and inviting environment for obese and overweight people.

IHRSA clubs need to create a wide variety of dynamic programs addressing the particular issues overweight people deal with. We need to create a club culture and atmosphere that is inviting, accepting, and understanding. We should loudly raise the health risks of obesity, but love and care for people who suffer from this health problem. One IHRSA Vanguard Study stated clearly and concisely that many potential club members felt intimidated by the atmosphere of our clubs. They found our clubs uncomfortable and felt that they had to 'get fit' to even walk into our clubs. Making overweight people the brunt of a joke and establishing a marketing strategy based on ridiculing people suffering from obesity is counter-productive. As leaders in the health field we need to be honest with ourselves and acknowledge the harsh reality that being a member of an IHRSA club is no guarantee (in fact it is highly unlikely) that most of our members will ever have bodies

that even closely resemble the so-called ideal appearance promoted by our culture. If 24 Hour Fitness placed this ad as a way of attracting overweight people to their clubs, they took the wrong strategy and they failed miserably—this ad continues to present the case to the world that health clubs are not for deconditioned and overweight people and adds more fuel to the intimidation fire.

6. It is not courageous to ridicule a population that needs to have their self-esteem uplifted and who have suffered through years of abuse by poor and tasteless jokes. Just as it is not courageous to use a racial epithet, it is not courageous to mock overweight people who have it tough enough.

7. Bragging that this ad stirred up dialogue on obesity is like saying that burning a cross on a lawn was cool because it stimulated media coverage on racism. Craig Pepin-Donat, President of 24-Hour Fitness, was quoted as saying, "We had over 300 TV spots covering the billboard story. We also received coverage in London, Paris and other countries. We delivered our message..." Ridiculing and holding up a particular population for abuse and then justifying it by saying 'See we

(See *Obesity* Page 12)



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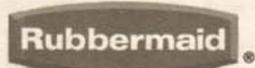
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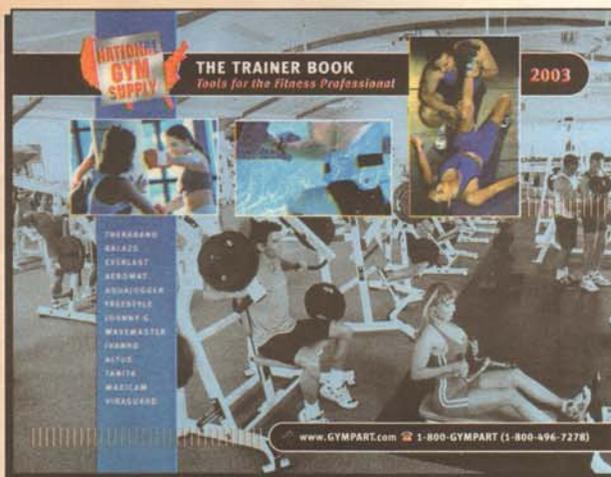
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# FitnessInsite and NASM Sign Five-Year Alliance

*NASM certified, interactive workout programs and trainer tools*

*to be deployed on more than 1,600 health club websites and numerous high school sites across the U.S.*

PHOENIX, AZ – May 6, 2003 – FitnessInsite (“FI”), the leader in web-based sales and e-marketing solutions to the health club and active lifestyle market, and The National Academy of Sports Medicine NASM, one of the premier fitness and performance certification organizations in the industry, have signed a long-term partnership agreement to introduce cutting-edge workout programs and valuable business tools to personal trainers online.

Through this new alliance, NASM will manage, monitor and certify all of the interactive workouts and fitness content posted on the rapidly-growing *FitnessInsite* network, which features the websites of over 1,600 top clubs and fitness retailers in the United States including Gold’s Gym, World Gym, Powerhouse Gym, Lifestyle Family Fitness, and Fitworks.

Don Hoskyns, Chief Executive Officer and Co-founder of FitnessInsite stated, “We believe our

technology platform and market reach coupled with NASM’s leadership position in general fitness, sports performance and sports medicine will rapidly accelerate the usage of online interactive workout tools throughout the fitness industry. Over the next 24 months, we believe the suite of applications available to trainers will revolutionize the way personal trainers conduct and manage their business and will allow an individual trainer the ability to influence the results of many more club members.”

Major initiatives as part of this partnership include trainers being able to do the following:

1. Post their custom profile, calendar and specialties through their own personal website
2. Capture client leads and manage leads to create new clients
3. Allow clients to sign up for sessions online and view the personal trainer’s schedule
4. Maintain their own billing module and track the number of personal training sessions
5. Track client progress and email clients through an easy-to-use contact management system
6. Develop workout programs for each client utilizing NASM’s Optimum Performance Training™ template which features more than 400 interactive workout designs.
7. Link to NASM certification programs and information including continuing education credits
8. Communicate with e-newsletters and daily fitness tips from their own webpage

Mike Clark, President of NASM, remarked, “This marriage of technology and education will propel trainers into a new standard. By



**Don Hoskyns (L) & Mike Clark**

developing credible training solutions, we will create a scientifically valid, yet practical platform for trainers to deliver programs to consumers—more efficiently and safely.”

(Headquartered in Phoenix, Arizona, FitnessInsite is the leading provider of online sales and e-marketing solutions to the health club and active lifestyle market. Companies in this sector now view e-marketing and online member services as an integral part of their sales, marketing, and member retention strategy. Fitness Insite powers these tools on behalf of its growing client base of over 200 clients representing 1,600+ locations and more than 5 million club members and active lifestyle consumers. The FitnessInsite client base includes a number of the leading brands in the health club industry, supplement retailer market, online fitness providers, and now the high school athletic sector through HighSchool Fitness.com) (marcj@fitnessventuregroup.com)

(The National Academy of Sports Medicine (“NASM”) is an innovative, multi-disciplinary educational organization dedicated to providing cutting-edge concepts and applications in the areas of fitness, sports performance, and sports medicine. Through progressive development in an academic and clinical environment, the peerless instructor team will provide a continuum of education, services, and products that create the complete setting necessary for the success of all who participate. Headquartered in Calabasas, California, NASM was founded in 1987 by physicians, physical therapists, and fitness professionals. Since its inception, NASM has expanded throughout the U.S., Asia, and Europe and has always focused on the development, refinement, and implementation of superior educational programs for fitness, performance, and sports medicine professionals. Education. Application. Integrity.) (www.nasm.org)

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## ...Obesity

continued from page 8

raised the issue and got a ton of press' is disingenuous at best, and hypocritical at worst. We need to look for dramatic ways to bring up this problem that are not mean and cruel, but are powerful and meaningful.

8. This ad is not like the anti-smoking campaign ads. Smokers differ from obese people in several ways. Smokers are still portrayed in the media as being cool. Obese people in movies are the butt of jokes, pranks and ridicule. Smokers in general don't suffer the same degree of lack of self-esteem as obese people experience. Smoking is a single behavior. Obesity is the result of a complex variety of behaviors. Making fun of a particular behavior, although fraught with risks, may some-

times be effective. Singling out couch potato living (obese or not), making fun of overeating or excessive junk food consumption (by someone obese or not), making fun of poor nutritious habits (by someone obese or not) would be a tactic comparable to the anti-smoking campaign ads. But singling out and taunting a particular group of people (rather than behavior) should not be acceptable behavior in our country, let alone in health club marketing campaigns.

9. It is those who degrade over-weight people who are the ones creating a 'politically correct' culture and making over-weight people feel belittled.

The conventional definition of being 'politically correct' is when a culture narrows the accepted area for dialogue and public discourse to such a level that people are not free to

share their feelings openly and honestly. It is a question of balance. Honest dialogue, study and conversation is qualitatively different than shaming a group of people publicly. We need to be able to discuss these issues frankly and without fear of retribution. Let us establish cultural norms that strongly encourage people to take care of themselves, but we do not want to harass and persecute those who choose not to care for themselves.

10. Even if some people become motivated through humiliation, the overall effect is a loser. Our culture thankfully has long ago tossed the humiliation strategy for motivating children or employees into its rightful place in the trash can of history.

Most people respond negatively to humiliation. Those who are motivated to make changes by embarrassment generally do not buy into the behavior change and the change does not stick. In addition, these people experience deep internal fear, distress, and shame. Either way the strategy is counter-productive and doesn't produce the results we are looking for.

11. Just because some overweight people think the ad is funny is no justification for accepting this disgraceful marketing technique.

It is a common defense mechanism for people suffering from a particular problem to laugh at themselves and joke about the issue. Obese people often join in the self-scorn as a way of making light of the situation and denying the seriousness of the problem. But just as diabetes is not funny, neither is obesity a laughing matter—it's not funny to die early, not funny to have heart disease, and not funny to feel ugly and embarrassed. Obese people have a long history of joking about the problem, even though at one level it may be tearing them up inside.

12. It is sad to see industry leaders sponsor and support a culture of indifference and ridicule toward obese people and over-concern with image and appearance. Although obesity definitely impacts millions of men, obesity is clearly a gender issue. Women in particular suffer at a very early age from unhealthy attitudes about their bodies ranging from self-hatred to a preoccupation with their physical beauty. This cultural issue has resulted in millions of American women suffering from such

eating disorders as bulimia and anorexia and millions more tormented by low self-esteem and a negative self-image. There are specific reasons why the vast majority of people participating in weight-loss programs are women. In general, women gain weight easier than men, women lose weight slower than men, and men's metabolism is faster. Being an over-weight man in our society is much more acceptable than being an over-weight woman. This fact has created one of the greatest emotional and psychological challenges of growing up and living as a woman in our world.

13. People suffering from obesity may or may not be lazy, gluttonous couch potatoes. Although the common notion that overweight people are fully responsible for their physical condition has certain merit to it, it is a gross oversimplification. The source of obesity in our society is a complex and multi-dimensional dynamic and is not simply a question of will-power. Obesity is a chronic disease and needs to be treated as such. It has as its cause, a world that constantly searches for ways to decrease energy expenditure and to make things easier by eliminating any physical activity. We live in a world that consciously pushes and markets a high caloric and non-nutritional diet. It also has a basis in the psychology of how our society treats bodies and builds our self-image. Consider the following:

A. We all know slim and unfit people in our lives that get away with their unhealthy lifestyle psychologically and socially unscathed. They are members of the 'unfit in disguise'.

B. We all know people who exercise a ton (professional athletes or models for example), who look 'good', and whose diets are dangerous and unhealthy. These people may die early, but they never receive the ridicule overweight people do. Unfortunately many unhealthy but proficient athletes or models are undeservedly viewed as role models for health and vigor.

C. Most research now indicates that there are definite genetic factors that make losing weight more challenging for some people. We all know people who eat better than we do, exercise every day, and are still obese. It is easier for some than for others.

D. The idea that all people would look like a cover girl or boy if they just joined our

clubs and did what we asked is simply not true. A tiny minority will ever look like this relatively new ideal standard promoted through the media (a very questionable ideal). Many of us who are only slightly overweight (but not obese) and have more fat in us than we would like are still very healthy and fit.

E. Overcoming obesity is one of the most difficult tasks an individual can endeavor to accomplish. Most of us know about this problem from the personal experience of struggling to shed a few pounds. Imagine that you have been obese for many years and that you feel embarrassed or ashamed or are in denial. Imagine how difficult it is to overcome obesity when the regimen required is a severe behavior and lifestyle change. Overcoming obesity is a battle that few people in our culture ever win. Why is the country that spends billions a year on weight-loss programs one of the most overweight countries in the world and getting worse?

F. There are millions of women and men (more women than men) who have eating disorders that have as their origin a variety of physical and psychological traumas such as physical, emotional, or sexual abuse.

G. Finally there is a very small number of people who have biological and chemical and glandular issues that are often beyond their control and only partially related to life-style. All of these people can of course benefit from a improved nutrition and exercise, but joining a club will not make them look buff.

14. There are degrees of obesity and degrees of fitness. There are good reasons for drawing a line in the sand and classifying a certain Body Mass Index (BMI) as being obese. This line enables health professionals to clearly and sharply state to a person that their long-term health risks are life-threatening. However, there are people who are over-weight, but not obese, who are at great risk for early death. And there are people who are obese who are in an exercise program and have much lower health risks than other obese people who do not exercise. IHRSA clubs want to have as members millions of obese people who are working on improving their health, some of whom will never completely overcome their obesity.

Similarly, there are  
 (See *Obesity* Page 24)

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# The Provost Family Launches The Sportsclub Simpsonville!

By: Norm Cates, Jr.

Bob Provost waited 28 years to do it again. And, he did it in his normal "royal fashion." Bob Provost had taken the Greenville Racquet Club, an 8-court indoor tennis center opened in 1975, and over the years converted it to one of the nicest multi-purpose clubs you will see anywhere. The 65,000 square-foot former tennis club became a new and much more appealing and successful club product when Bob and Mary Beth spent \$2 million for a major expansion and remodeling 5 years ago. The facility was renamed the Greenville Racquet and Fitness Club and the Ribbon Cutting Ceremony and Grand Opening for that virtually new facility was a terrific success. With the able assistance of The Sales Makers team of Ray Gordon and Eddie Tock, the Provosts experienced and continues to experience terrific membership growth at their GRFC in the lovely city of Greenville, South Carolina.

## Sportsclub Simpsonville Is State-Of-The Art!

Fast forward 5 years. Now, the Provost Family has launched a new 36,000 square-foot absolute state-of-the-art facility that brings together some of the finest architectural work this author has seen. Simply stated, the Rudy Fabiano designed Sportsclub Simpsonville will, I believe, distinguish Fabiano Designs International (See outside back page) from most of the architectural competition in the industry. "Fabulous Rudy" Fabiano brought together an amazing combination of ceiling, flooring, lighting, curves, expensive appearing wall and cabinet finishes to create a truly 5-Star look, inside and out. The new club, built inside a former Winn Dixie store, has a look that you will not believe when you hear what it cost to build. Only \$50 per square foot! And, the work was skillfully done on time and on budget by Atlanta-based DPR Construction. In a club industry world where the high-end, upscale health and fitness club products are often seen costing

in the \$100+ per square foot range, this Fabiano Designs International creation shines.

We spoke with Bob Provost at the Sportsclub Simpsonville Grand Opening and he was beaming from ear-to-ear. He was smiling because his facility, on Grand Opening night, was just 30 or so memberships away from 1,000. He was also smiling because the facility, which features 3 different Group Exercise Studios for Body Training Systems and other group classes, was built on time, on budget and in just 90 days. In a world where many pre-sales last way beyond the promised time, the Provosts announced their new facility to the market and delivered it on time just like they had promised prospective members during their pre-sales program.

Reflecting back with Bob while at the Grand Opening, we remembered how in 1978, Bob had hired our company, Courtsouth, (Rich Boggs, Ray Irwin, Fred Streck and myself) to come in and help him with the conversion of his 8-indoor court tennis facility to the early stage multi-purpose club it is today. We mused about how far he and his club business ventures have come since those days, when we showed him how to best layout his racquetball court installation to accommodate an indoor track and weight workout areas. We chuckled about those early days when we were selling tennis and racquetball court time, before the conversion to monthly dues began. WOW, how time flies!

But now, Bob Provost is on the top of the health, racquet and sportsclub world. And, no matter what the local non-profit Greenville Hospital System thinks it will accomplish, if and when it opens a proposed \$8 million hospital health club a short distance away from Bob's original facility, he will remain intensely competitive and in the hunt for many reasons. My advice, and those Hospital Board Members can take this to the bank, is that they should seriously *rethink* what they are doing and immediately withdraw their plan to try to duplicate products and services that Provost's Greenville Racquet and Fitness Club has

already been providing the community for 28 years. I will make a prediction that if that decision on this hospital health club remains a GO, somebody's head will someday roll over at that hospital. The bottom line is that there is NO WAY in HELL that an \$8 million hospital health club will produce the desired result the hospital Board of Directors seeks. We all know that goal is to use their tax-free, non-profit advantage to take away business from Provost's clubs, thus feeding the hospital with prospective patients, oops.... members to accomplish the hospital's ultimate goal of feeding cash into a hospital that is losing money. Ain't gonna happen! What *IS* going to happen is that if the hospital dumps this big pile of \$8 million into this ill-advised project that money will be 'gone-with-the-wind' and will never come back to the non-profit's coffers. This Hospital Board of Directors should remember what I just wrote and they should also remember the following reasons why Bob Provost will be there before, during and after that hospital health club is shut down and \$8 million of somebody's money is gone.

## Why The Provost Family Will Prevail

1. Bob Provost is one of America's and the world's top health club operators. Bob has a 22+ year affiliation with IHRSA. And, he is a member of the Faust Executive Round-table #2. The Faust Roundtable has amongst its membership some of the greatest American club developer/owner/operators. People like Joe Cirulli of Gainesville Health and Fitness in Florida, Geoff Dyer of Tampa's Lifestyle Family Fitness, and Mike Arteaga, owner of the AllSport Health and Fitness Center in Poughkeepsie, N.Y. are among Bob's advisers. When you associate with people like Joe, Geoff and Mike, you become the *best* in the business.

2. Both of the Provost Family's facilities are 5-Star, heavily service oriented, non-high pressure sales club operations that are top-notch. They are as fine as any you will



(L to R) Jack Poindexter, Ray Gordon, Mary Beth and Bob Provost and Fabulous Rudy Fabiano

find anywhere.

3. Sales Makers, the most experienced and results producing sales consulting firms in the business, has been assisting Bob for years and will continue to supervise Bob's sales department operations.

4. Bob, his wife Lorrie and daughter, Mary Beth, are hard working, down-to-earth, 'salt of the earth' people and highly respected by their professional staff team and their community. It was really fun watching Bob take his time greeting and chatting with all of his many friends and neighbors who attended the Sportsclub Simpsonville Grand Opening event. In short, this hospital is taking on the wrong guy, because the Greenville Community is behind Bob Provost all the way.

5. All across America, the hospital health club segment is experiencing difficulty. The Hospital Boards are getting big-time-egg on their faces for putting so much money into these losing propositions and ending up with money losing health clubs to go with the hospitals that are already losing money. In other words, many of the Hospital Boards are misguided and are putting good money after bad money, rapidly converting it to more bad money.

6. In the world of health club business competition, the strong, the nice, the friendly and the kindest operators excel. I can tell you all, after seeing both of Bob's creations and meeting many of his staff members and club members, that he and his terrific team are all of the above. And, they will continue to SHINE!

My sincere CONGRATULATIONS to the Provost Family and to their terrific team at the Greenville Racquet and Fitness Club and the Sportsclub Simpsonville on the many years of providing the market with what they want: FUN, FRIENDLY, CLEAN, WELL PROGRAMMED, WELL EQUIPPED and WELL MANAGED Health Clubs.

(Norm Cates, Jr. is the Publisher of The CLUB INSIDER News and a 29-year veteran of the health, racquet and sportsclub business. Cates was the 1<sup>st</sup> President of IHRSA and a Co-founder of the Association in 1981/82 and in March 2001 was honored by IHRSA with its DALE DIBBLE Distinguished Service Award. Cates may be reached at: clubinsidernews@mindspring.com or by calling: 770.850-8506.)

**Make  
It  
Fun!**

# FACT:

**64.5% of Americans are Overweight and that number keeps rising.**

# QUESTION:

**So, why is it that only 12% of ALL Americans are health club members?**

# ANSWER:

**Most clubs don't offer a complete weight loss program!**

# SOLUTION:

## **HEALTHY INSPIRATIONS Weight Loss & Lifestyle Program**

The HEALTHY INSPIRATIONS Program adds a major profit center to your club.

HEALTHY INSPIRATIONS is successfully attracting a client base that is NOT currently members of health clubs.

The HEALTHY INSPIRATIONS Program is turn-key and doesn't need a nutritionist to run.

In just over 2 years, there are now 51 licensed locations (and growing) in 16 US states & 5 countries.

HEALTHY INSPIRATIONS was developed by Casey Conrad, long time industry consultant.

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# The "PR Moment"

## THE BENEFITS OF REPUTATION MANAGEMENT

By: Michael Hoffman

Consistent, professional and productive Reputation Management (RM) campaigning is a staple in marketing communications programs of all companies that operate profitably in a competitive marketplace where a positive public reputation is required to attract and retain customers. Or course, this means virtually every business that does not have a monopoly on its market, the way phone companies once did.

### TAKE IT FROM HARVARD

A recent classic on the subject of RM is - *Reputation: Realizing Value from the Corporate Image*. Citing examples of well-known companies like Johnson & Johnson, Mercedes-Benz and dozens of

others, author Charles M. Fombrun, published by the Harvard University Business School Press, reminds businesses that their reputation is a tangible asset, just like capital property, because it can be used to generate revenue.

Now let's discuss both the tangible and intangible benefits of RM. This is actually a hard distinction to make in most cases, because in the club business, good actions always increase revenue, and bad actions always cost you money. And, of course, promoting your club over and over again in the same old way keeps you stagnant.

Try these examples; see how they might fit into your experience;

### TANGIBLE BENEFITS

1. **Dramatic increase in the number of unsolicited telephone inquiries** about member-

ship - Because you make more total market impressions with credible content

2. **Increase in the amount of walk-in traffic** - Ditto #1.

3. **Faster calendar response to direct mail** - Because the direct mail reinforces impressions people have already received.

4. **Saves money because RM campaigning costs less than print or broadcast advertising** - A simple fact of mathematics and balance sheets.

5. **Enhanced reputation allows you to increase revenue by charging premium prices for memberships and other services** - Because most people want to associate themselves with companies and products of quality. If not, they aren't long-term members anyway.

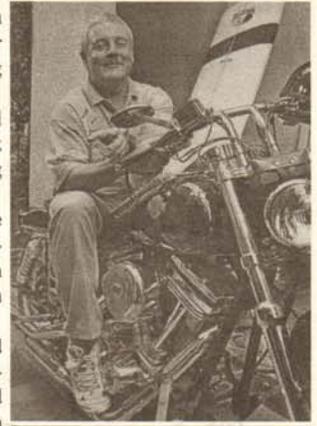
6. **Improved relations with vendors saves you money on the cost of goods and**

**services** - The better your reputation, the more likely you are to get 'preferred customer status', regardless of your buying volume.

7. **You save additional money by being able to cut back on more expensive advertising campaigns** - See #4.

8. **Revenues stabilize at a higher level** as new memberships begin to flow in response to your reputation campaign.

9. **You get more and more positive press coverage** - Because the frequency and effectiveness of your contact with reporters improves.



Michael Hoffman

### INTANGIBLE BENEFITS

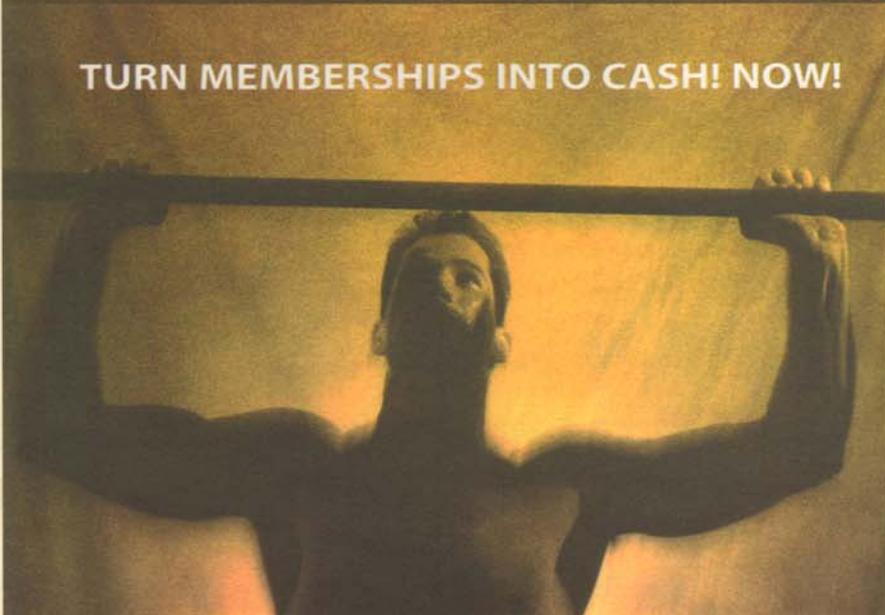
1. **Improved public image increases member pride in belonging and retention** (which actually also translates into more revenue).

2. **Your competitive marketing edge** automatically increases in relation to the boost in your image.

3. **Higher quality employees** are always attracted (See PR Moment Page 19)

# PUMP UP YOUR CASH FLOW

TURN MEMBERSHIPS INTO CASH! NOW!



OUR INNOVATIVE FITNESS PLANS MAKE YOUR CLUB STRONGER.

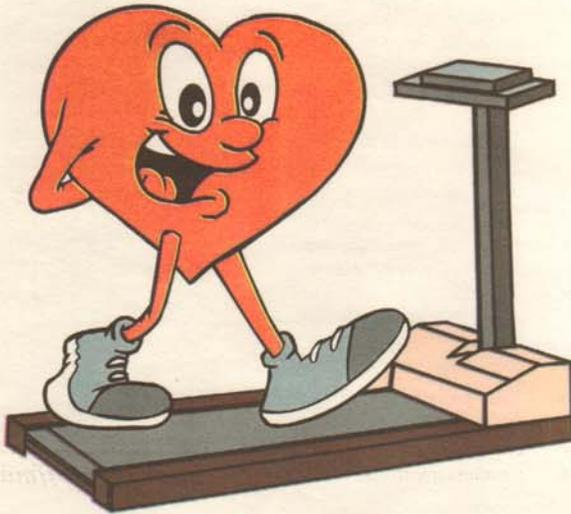
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Terry Braseale  
Owner Iron Works Fitness  
Huey Town, AL

Since the interior design upgrades, we've noticed more member workouts a day. That's coincided with higher pro shop sales, larger group exercise sessions and higher personal training volume.

Otis & Dee Bullard  
Owners, Body of Steel Fitness  
College Park, GA

We were not only impressed with the design ideas IMPACT gave us during their consultation, but their knowledge about the fitness industry itself was incredible! They gave us marketing ideas and concepts that helped us immeasurably. We definitely received more than our money's worth from them. The best bang for the buck we've ever received!

Joe & Melissa Fitzgerald  
Owners, PowerHouse Gym  
Gaylord, MI



Our club was a year old and we had plain white walls. After IMPACT worked with us on our logos and some exciting colors in the day-care and aerobics rooms our new member numbers increased and our retention rate has been incredible. We should have done this sooner.

Velvet & Chris Eidson  
Owners of World Gym  
Jacksonville, FL

We've used Carlos Dixon and his people at IMPACT DESIGN, Twice And each time they've come through with "Flying Colors"!

Wayne Kosbie  
Owner, Towne Lake Fitness  
Woodstock, GA

I've used IMPACT Painting in several of my clubs. I know the Design & Painting are good for business because my numbers increased each time I used them.

Al Phillips  
Owner, 5 World Gyms  
Chicago, IL

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**...PR Moment**

continued from page 16

to clubs with the best images.

4. A strong reputation decreases the amount of public image damage caused by a physical or financial crisis.

5. You have more latitude in corporate decision-making and can attempt more creative programming when members, strategic partners and others have respect for your business acumen.

6. Working relationships with your investors, board of advisors and vendors improve as your overall reputation grows stronger and stronger.

7. Generate more interest from current and potential strategic partners.

**STILL SKEPTICAL?**

The only club operators I have met who are skeptical about the value of an RM program (most of the industry except for a few

sharp Heart Communications clients) are;

1. Fat and sassy in a comfortable market situation, whether or not they have a truly positive reputation.

2. Running large enough advertising budgets to create a permanent flow of new memberships.

3. Completely uneducated about the long-term value of professional public relations.

4. Simply reluctant to try something new.

5. Those operators

who live for the short term and just don't care.

Good clubs in small communities often enjoy a degree of monopoly. Large chains are infamous for huge ad spending. But the vast majority of club operators do not have communications backgrounds and have never been exposed to a quality RM operation. It is easier for them to promote their clubs the same way they have since the Stone Age, which is exactly what is wrong with 99% of club marketing today. If you

question this, just get a copy of the Bally's/Crunch derriere ads from *The Club Insider* News April, 2003. Clever? Not really. Educational? No way. Credibility building? Not. Productive? You bet; lots of TIs will result and lots of new sales, too. The problem is, they'll just have to create another ad and run another expensive campaign on the heels of the derriere ads to generate membership. You can bet nobody will pick up the phone and call them because of a positive public image.

**□ "P.R. MOMENT" SUCCESS STORIES □**

Your Name: \_\_\_\_\_ (Please Print) Phone # (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_  
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 Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Yes! I want to become part of the P.R. Moment! I will share my greatest PR moments with the industry. Contact me now! (Email your contact info to: clubinsidernews@mindspring.com or fax this form to Fax# (770)933-9698)

**Make  
It  
Fun!**

**...Norm's Notes**

continued from page 5

●I will never be able to fully express the joy and pleasure I've experienced from 10 years as "Mr. Mom" for my son, JUSTIN CATES. But I want to say "Thank-You" to all of **THE CLUB INSIDER** News advertisers, (and those that have helped me connect with them, especially RAY WILSON) subscribers, Contributing Authors, RON HUDSPETH and CATHY BROWN of Atlanta's **Hudspeth Report**, all the folks at **Walton Press** (see page #22) and to RICK CARO, DR. GERRY FAUST and the members of the **Faust Executive Roundtable #1** and to JOHN McCARTHY and his IHRSA Team for helping make this life-changing experience possible. And, I want to thank my DAD and his wife LOUISE and my

brother DAVID for the important role they have played. Thanks to my wife of 20-years, ILENA CATES, for giving us all such a terrific son. Thanks to all of you that are reading this and to those of you that have indulged me by reading Justin's cover story in this issue. Last, I want to thank Justin for the hugely important role he has played in this endeavor and I want to congratulate him on all of his terrific achievements in life so far. I wish him the best of luck at the **University of Georgia**, in his work for this publication and his musical career, should he someday experience that his VISION came to pass through dedication, focus, hard work and never, ever quitting. WOW, I think I will just cry right now!

●The April edition of **THE CLUB INSIDER** News contained surveys for IHRSA Members, Associate Members and non-IHRSA member clubs. If you have not done so, but would like to complete the survey, you may do so online by going to: [www.clubinsidernews.com](http://www.clubinsidernews.com), clicking on the IHRSA Survey, and then select the survey that is appropriate for

you. Remember, those that complete the survey receive a 3 month bonus on their existing subscription or 3 months for free if you're not currently a subscriber. At press time we have had surveys returned by email, fax and U.S. Mail and I expect they will continue to come in as you folks have time to fit your response into your busy club schedules. But, I can say this. The responses so far, while generally very good, indicate to me that this effort will be worthwhile. I strongly believe that if we can hear from the most unhappy, we will be much closer to solving those issues than if those people remained unheard. I can also say that all of the surveys, comments and letters received will be forwarded to IHRSA's President, TOM BEHAN and the Board of Directors and JOHN McCARTHY, IHRSA's highly esteemed Executive Director. However, let me just say that I am still troubled by the defections from IHRSA Membership by certain prominent IHRSA Member Clubs and I have some concerns on the

Associate Member side that I will address in future editions of this publication. My pledge to all of you folks, and you know who you are, is that I will continue to work toward resolution of the issues that are bothering you and I will continue, at the same time, to be IHRSA's #1 supporter. IHRSA Members or not, we are all in this together.

●Speaking of our Website, **Webmaster, JUSTIN CATES**, has overhauled our two year old website and we urge you to check it out, as it is vastly improved! Go to: [www.clubinsidernews.com](http://www.clubinsidernews.com) Also, be sure to click on the links to all of our advertiser's Websites that are available. Great job Justin!

●120 health, racquet and sportsclub industry leaders convened in Washington, D.C. for the first ever IHRSA Legislative Summit. This was a very important first step by our industry to reach the lawmakers of this great country. And, once again, guess who made it happen? John McCarthy and the IHRSA Team. More next month.

●LAURY HAMMEL is the fellow that wrote the very well considered article that began on page #3, entitled: "About Obesity." I guess I've been friends with Laury for 25 or so years now and I can tell you, he is quite a character and a really good man. One of his favorite things to do is to show up at the IHRSA Trade Show on rollerblades. And, if you didn't see Laury's cover story in the **March** issue of **CBI Magazine**, I would urge you to order it and while you're at it, go ahead and



**Norm Cates, Jr.**

get **IHRSA Membership information** for your club. Call **1.800.228.4772**. Thanks to Laury for the article and to **JAY ABLONDI** at IHRSA for providing the **March CBI** cover for reprint. (See page #8)

●You may remember 3 or 4 years ago when our industry was inundated by **new DOT.COM companies**, all focused on entering our industry. In June, 2000, I published an entire **Special Edition** entitled "**The DOT.COM World.**" **PETE MOORE** partnered with **DON HOSKYNS** about 3 years ago to form a Company called the **Fitness Venture Group d/b/a FitnessInsite**, whose mission is to provide all kinds of DOT.COM world products and services to the health, racquet and sportsclub industry. Well, four years after the DOT.COM mass attachment of at least 30 new cyber companies to our industry, **Pete Moore** and **Don Hoskyns** are, as far as I can tell, the **last ones standing**. They now have over 1600 clubs' websites in their (See *Norm's Notes* Page 24)

**The Club Insider News Contributing Author Team**

The 2003 **CLUB INSIDER** News 2003 Contributing Author Team is listed below. Our thanks to all of our authors for sharing their expertise and taking the time to write for **The Club Insider News**.

□ **Karen D. Woodard** - President - Premium Performance Training - (303) 417-0653

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□ **Michael Scott Scudder** - President - Fitness Focus - (505) 751-4236

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□ **Tom Lincir** - President - Ivanko Barbell Company - (310) 514-1155

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# THE Club Insider

## NEWS

Ms. Linda McGinnis  
Customer Service Representative  
Walton Press  
402 Mayfield Drive  
Monroe, Georgia 30655

May 14, 2003

Dear Linda,

*I delayed sending this promised letter of thanks to you until May when Walton Press is to begin rolling its brand new \$3.6 million press.*

*Linda, I just want you to know that you have been wonderful and totally amazing to work with for the past 5 years! You are ultra efficient, very, very responsive and your kind and patient disposition makes my job as a publisher enjoyable and much easier. You are the best!*

*For 9 ½ years now, the entire Walton Press Team has performed the pre-press work, printing and mail processing for The CLUB INSIDER News in an extremely proficient and outstanding manner. I want to thank you, Nancy Shumake, and her expert crew, the camera and plate guys, George Prather, Cliff Malcom, and Arthur Lawrence, and mailroom manager, Kelly Parham, and all of the drivers, for a job well done on each of our 114 monthly editions. I want to say special thanks to Nancy Shumake and Mike Peters, of the electronic-pre-press department, for the outstanding work they have done for us. They have been very patient and very helpful to me and my son, Justin, as he has now served as our Layout Director for the past year and a half. We are excited about going digital in addition to our normal printed issues!*

*I was so fortunate to have been introduced to Walton Press by Ms. Cathy Brown of Atlanta's Hudspeth Report And, I can honestly say that had that introduction not happened, there is a slim chance The CLUB INSIDER News would be nearing completion of its 10<sup>th</sup> year of publication!*

*In closing, let me just say "Thank You" to all of the Walton Press Management and to you, Linda, and your Walton Press Team. You should all be very proud of the outstanding work you produce year-in and year-out. I've published this letter on a full-page in our May issue to draw attention to the excellence of Walton Press to our club owner/manager readers, who are also excellent prospective Walton Press customers. I would like to encourage them to feel comfortable contacting you at: (770) 267-2596, Ext. 224, whenever they need high quality printing of their newsletters and other club publications. They could not go wrong doing business with Walton Press, Founded in 1900, and now in its 103<sup>rd</sup> year of business!*

Very sincerely,

Norm Cates, Jr.  
Publisher  
The CLUB INSIDER News

cc: Mr. Jeff Herbst- President- Walton Press



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**...Obesity**

continued from page 12

degrees of fitness. Our clubs will always be filled with people who are overweight but not obese and working to optimize their personal living experience and increase their chance of living long happy lives. We need to tread that fine line of encouraging optimum health without making people feel ashamed if they don't achieve this goal.

I make the following recommendations:

1. IHRSA should issue a press release condemning this ad, apologizing for previous comments, and offer a perspective that counters this damaging attitude.

IHRSA clubs, their members, and the world of health

need to know that IHRSA is committed to walking the challenging balance of working to establish acceptance and inner appreciation for all of our bodies while at the same time aggressively pointing out the immense dangers of obesity.

2. IHRSA should publish articles in CBI about the issues surrounding this national epidemic.

3. Let's make IHRSA Clubs into community centers that deal with the whole person—mind, body, and spirit. We are more than just our bodies. We have emotional, spiritual, intellectual, and social lives. Our clubs are excellent venues to encourage an integration of our minds, our bodies, and our spirits. We should create an atmosphere in our clubs that

honors our differences just as we revel in our common commitment to health and an active lifestyle. We want to open up our hearts with compassion and encouragement and hope for the future. We must be strong, aggressive, and passionate in promoting health, and simultaneously balance this with love and care for every individual.

4. Anyone who reads this letter and still thinks this 'alien ad' is courageous and helpful in fighting the obesity epidemic should be required to:

A. Listen to the Gilmore and Prochaska tapes and every tape of the weight-loss/obesity track at the 1999 IHRSA Convention by May 1, 1999.

B. Have an open and honest conversation with an

obese person who has tried to lose weight. Walk in this person's shoes for two hours.

C. Read the latest People magazine article about the growing epidemic of young college women suffering from the tragic eating disorders of anorexia, bulimia, and binge eating. These eating disorders are the direct result of our culture's obsession with appearance and the abuse over-weight people (especially women) are subjected to in our society.

This 'alien ad' is obviously not an isolated case. Unfortunately, the American Council on Exercise (ACE) had a brochure distributed with the convention materials that also ridiculed the looks of two overweight people.

My hope is that you,

IHRSA, and other people who share our compassionate and understanding perspective on how to deal with this challenge will join in a benevolent and massive campaign to wipe out obesity and all health risks in our society. I also welcome responses from people who disagree with the ideas I have presented. Through open and honest dialogue with people of goodwill we can work together to bring about a peaceful, healthy, and happy world.

Yours in health,

Laury Hammel

*(Laury Hammel is the owner/operator of the Longfellow Clubs in New England and nationally ranked tennis player and 6-10 pounds overweight)*

**...Norm's Notes**

continued from page 20

network as well as numerous high school's websites. Pete Moore is a Harvard MBA guy with a lot of common sense and I've gotten to know him over the last six months. This 31-year old Emory University graduate is a real go getter! He and his partner Don have just entered into a 5 year alliance with NASM - The National Academy of Sports Medicine (See page #10). And have also joint ventured with Disney for a major new Club Member Summer Email Sweep-stakes to help Disney promote their big new movie launch for "Pirates of the Caribbean." See page #11 to learn how you can involve your club. Good luck Don and Pete.

Last month I mentioned JOE CIRULLI's Gainesville Health and Fitness Center (GHFC) achieving a major Public Relations coup and then I botched my Note when I stated that Gainesville had been named America's fittest community. Sorry about that Joe, DEBBIE LEE and Jennifer. I also mentioned that we would report on that event in this issue, and another apology is due as I've held the story and photo for our June issue "PR Moment". But, here is what JENNIFER PASSUDETTI, the Public Relations Director, for GHFC wrote to me about their exciting Public Relations accomplishment. "After three years of hard work, Gainesville, FL, has finally been named the "Healthiest

Community in America!" This all came about because Joe came up with the mission "To make Gainesville the healthiest community in America" back in 1997. But, how do you measure such a mission? In 2000, we found out about the "Well City USA" done by the Wellness Councils of America. Debbie Lee, myself and a steering committee starting recruiting local business to develop wellness programs for their employees. Once 50% of Gainesville's workforce worked for a designated "Well Workplace" we won the title "Well City USA" at the Gold level - the FIRST ever in the country. How many clubs do you know who have actually achieved their mission?!?! This is of course, HUGE, and we are working on getting national publicity for the event." The event was held on April 24<sup>th</sup> and we congratulate Joe, Debbie and Jennifer on a major Public Relations success!"

Congratulations to JOE "The Gladiator" MOORE, as he has led the way for the defeat of another of a Municipal Recreation Fitness Center in his market. Through hard work and intense "Gladiator" focus, Joe teamed with other area club owners to convince the voters in his community to defeat the measure to build the multi-million dollar community fitness center by a 67% to 33% tally! Joe Moore, currently an IHRSA Board Member, is one of Ohio's and America's greatest health club industry leaders and a really nice, down-to-earth guy. Joe, a 30+ year club

industry veteran, owns and operates Moore's Fitness Centers, a group of 9 health clubs in the Dayton, Ohio area. Way to go Joe!

I want to wish Mr. JOHN AGILIARO, the Chairman and CEO of Cybex, the very best of good fortune in his effort to refinance the company's bank facility by December 31, 2003. He has done an amazing job keeping the company moving along, introducing new products, etc. during some tough times.

I would like to thank MS. CATHY BUCKLEY, the owner of the Bellingham Athletic Clubs, in Bellingham, WA, for the very heartfelt letter she wrote to me regarding the April issue about IHRSA. She, in a two page letter to me, which I've decided to pass on to IHRSA instead of publishing it, summarized extremely well the feelings I feel are dominant in the FitLife Club Association in the far northwest. And, as I wrote earlier in these Norm's Notes, I will continue in my effort to help solve the issues that have them upset. Let me just say that we do need you all on the IHRSA Team and in the long run, in my view, the health club industry will be much better off, as will the FitLife clubs, if you all will take another look at things. My suggestion, just communicate directly with the IHRSA leadership on a regular basis through emails, faxes, etc. You have important industry issues and they won't be solved if you give up on IHRSA!

My best wishes to you all for a happy and healthy spring. GOD BLESS AMERICA! And, STAY TUNED!

For Assistance with your marketing plan, call your representative today

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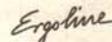
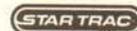
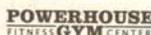
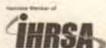
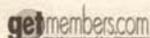
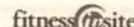
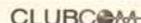
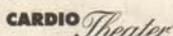
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# Body Training Systems Update

In past issues we've provided Body Training Systems updates that shared the terrific success of Gold's Gym owner/operator, Gordon Johnson, in Douglasville and Marietta, Georgia and the success Global Fitness owner/operator John Bonica has seen in Leominster, Massachusetts. We've also reached out to Stephen Roma, Chief Operations Officer of New Jersey-based 7-club-WOW! Workout World and to Jason West, the owner/manager of the North Columbus Athletic Club in Columbus, Georgia, for feedback on the great successes they are achieving with their Body Training Systems Group Fitness Programs. This month we hear

from Betsy Mancine, Group Fitness Director at the La Mariposa Club in Tucson, AZ.

**Q.#1.** Please tell me the name of your club and describe it briefly?  
**A.** La Mariposa is a small family club with about 1030 memberships (equaling a total of 2900 members), located in Tucson, Arizona.

**Q.#2.** When did your club initially become involved with Body Training Systems?  
**A.** In June of 2000 I met Kendall Kimball, one of the awesome BTS trainers who had moved to Tucson — she introduced me to the programs, BODYPUMP & BODYSTEP first - then the others - and was instrumental in

helping us train, launch & teach the programs. She helped us understand how incredible the programs could be!

**Q.#3.** Please review your group exercise schedule and numbers before installation of Body Training Systems?  
**A.** I arrived at La Mariposa in May of 2000. The GF program was pretty sad. The average class had about 5 people in it — 18% capacity for our room. There were 43 classes on the timetable. The only "well" attended classes were body sculpting, with a very old-fashioned instructor teaching Jane Fonda style. Most step classes were small. There was no 6am program, and only 2 (evening) classes past 10:30am. Our one Saturday morning class usually held a whopping 8 people. We had about 2500 people attending group through the first quarter that the numbers were recorded in the 3rd quarter of 2000. GF was a complete side-note at the club.

**Q.#4.** Review your Group Exercise schedule and attendance numbers since installation of BTS?  
**A.** Our GF program has completely changed thanks to BTS giving us the tools with which to do so, and then teaching us how to use the tools. GF is really the driving force/main attraction at the club. We now have 4 out of 5 of the programs. (We plan to train for BODYFLOW early this fall) We have 59 classes on our time table, with an average of 21 people per BTS class, or 75% of our total 28 person capacity. This past quarter we had a record 11,200 people attend group fitness classes! 41% of our club visits are for Group Fitness — and when you consider we also have tennis, swim team, golf, and racquetball — we pull in the largest attendance for any one program in the club.

**Q.#5.** What is your most popular class?  
**A.** BODYPUMP — always!

**Q.#6.** What is your second most popular class?  
**A.** BODYSTEP (my personal favorite!) & RPM are neck-and-neck — just depends on the crowd!

**Q.#7.** How has BTS impacted

your club's membership sales?

**A.** Through using the BTS quarterly launch system we're really able to plan some awesome membership sales opportunities. Since we're an "off the beaten path" club for our area, we don't have huge traffic flow on a daily basis. However, with the launches and due to BTS classes that's changed. We had a BODYSTEP mini-launch bring in 21 new memberships for that day (in comparison to the 11 sold in the previous 3 weeks!). At our new year launch with the quarterly releases & with the kick off of BODYCOMBAT — by using the BTS marketing tools — over a 2 weekend period — we sold a record 75 memberships for the month. BTS is our biggest membership draw-in and seller.

**Q.#8** What are the greatest benefits your club gets from BTS?  
**A.** Having the BTS company 100% behind us in everything - launches, trainings, marketing materials, gear, trouble-shooting - everything. It's the one company that I've REALLY seen stand behind their product completely - and that's available for anything you need. Also, their training is the best in the industry. I've been through most of the program trainings and management trainings at least 2 times — it never gets stale, and there's always fantastic info to use in every day ways. — Also, because the trainings and programs are so involved for the instructors, the BTS system has really helped us become a completely dedicated & loyal team — not just a bunch of people who teach at the same place. BTS helps you create a "TEAM", not just a program.

**Q.#9.** There are some club owners/group fitness managers in the industry that immediately close their mind on consideration of BTS for their club when they learn there is a monthly program fee. What would you say, "heart-to-heart", to a fellow club owner/group fitness manager who has done that?  
**A.** You can't possibly understand the system or the potential until you try it — I was nervous of the fee, but the marketing materials alone would cost more to reproduce. Nominal doesn't even come close to saying what the monthly fees are — especially



**Betsy Mancine**

when you look at the incredible potential to make \$\$\$ with the programs. There are tons of ways to figure out the financial side to begin the programs and it's worth it. — Hold off buying that \$4500 treadmill — it'll pay for 1 1/2 years of franchise fees for 1 program, and you'll get a ton more people in a BTS class than you'll get on a treadmill for a year!

**Q.#10.** What other things can you share from your experience with BTS that might influence a fellow club owner to make this most important move to Body Training Systems? (Answered by Steve & Francesca Brennan-G.M.S.)

**A.** BTS has been very successful for La Mariposa by totally reviving our GF program. The programs have helped make GF fun for the members and the instructors. Since the quality of the programs is so incredible the members are completely satisfied with the classes and their workouts, so they tell their friends and their friends join the club.

The programs and the launches have generated huge interest in new members and in sustaining existing members. The initial cost may seem expensive at first, but it more than pays for itself in new memberships and sustaining the existing ones immediately. Honestly, if we hadn't filled the PUMP classes when we started, we never would have added the other BTS programs.

The last thing is that the programs have really helped create a team atmosphere with the GF instructors. They are all very loyal to the members, to each other and to the club. That didn't happen before BTS. BTS works and we'd HIGHLY recommend it to any club that is thinking about it. (Call 1-800-729-7837 for BTS Information)

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**Q.#7.** How has BTS impacted

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bodytraining**systems**.



"Body Training Systems accounts for 1500 new members and \$1 million in revenue that we didn't have before. In addition, we avoided about \$100,000 of additional investments in capital equipment over the first two years with BTS."

- Gordon Johnson, Gold's Gym Owner

"In just three years with Body Training Systems, annual revenues increased from \$800k to \$1.7 million, and our earnings increased by \$250k."



- John Bonica, Global Fitness Owner



"In only 7 months, BTS has reinvented Group Fitness programming at WOW! We have experienced more than a 30% increase in class participation and more than a 25% increase in guest traffic across our seven clubs."

- Stephen S. Roma, WOW! Work Out World Owner/Chief Operating WOWzer

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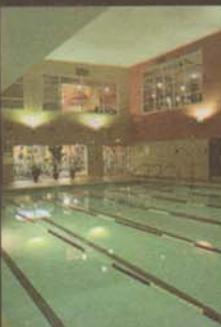
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