

PSRT STD  
U.S. Postage Paid  
PERMIT #3592  
ATLANTA, GA

*Published as a  
Service to America by*

Norm Cates'  
**THE Club Insider**  
**NEWS**

# ***Leaving FAT City***

**A "Tough Love" Book About Your Mind**

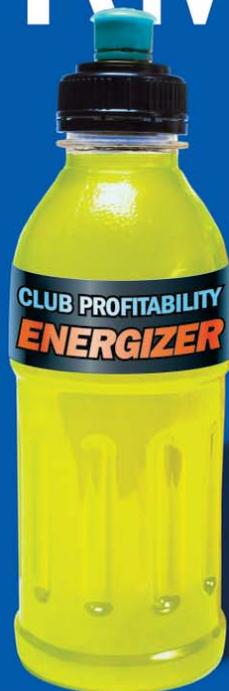
MAY 2006



**By Norm Cates, Jr**

APHELION is now part of *CheckFree*<sup>®</sup>

# BOOST CLUB PERFORMANCE.



Proven expertise from CheckFree, the leader in club management solutions, is now fortified with Aphelion innovation to bring high performance to clubs of all sizes.

- ▶ Total club management software solutions available in desktop or Internet applications
- ▶ Enhanced member data services with outsourced billing and contract management
- ▶ Guaranteed, reliable payment services

For more information, call 800.506.9050 or visit [www.checkfreeclubmanager.com](http://www.checkfreeclubmanager.com)

**CheckFree**<sup>®</sup>

Norm Cates'

# THE Club Insider

## NEWS

# Leaving FAT City

A "Tough Love" Book About Your Mind

## Collector's Special Edition

A Letter Of Importance From Norm Cates To The Club World

Dear "Chosen-ones" of the health, racquet and sportsclub industry in America and around the world,

This letter and my new *Leaving FAT City, a Tough Love Book About Your Mind*, should be read by every single person in the health, racquet and sportsclub industry around the world.

Those of you that have been reading CLUB INSIDER every month for almost 13 years



Norm Cates in 2000 - "Before" - 343 pounds

now realize that CLUB INSIDER enjoys a unique, worldwide market position.

**This differentiated and unique market position has been hard earned and carved out of trust by a keyboard of truth.**

This *Leaving FAT City Collector's Special Edition* of CLUB INSIDER is about just one subject; the minds of millions of overweight and obese Americans and others around the world.

But, the subject of this letter to you all is: **how the health club industry can close the vast gap between it and the now 196 million Americans who are now overweight or obese. That, my friends, is two-thirds of the U.S. population!**

The single problem and true reality we all

face in our industry is that these same 196 million people who are in such bad need of facilities your clubs offer and provide simply are not coming to your clubs in great numbers. At best, they are coming to America's health clubs in very meager numbers.

During IHRSA25, and since then, I have polled over 50 smart and veteran club business people. I have asked each person, **"What percentage of America's overweight and obese population do you think are actually members of America's health clubs?"** (Keep in mind the latest U.S. total and entire health club member number produced by American Sports Data is 41.3 million).

The highest response I have received to my question to date is: **5%**. But, for argument sake, let's just say the correct answer is **10%**. If 10% of the current 41.3 million American health club members are overweight or obese people who have seen the light... that would be 4.13 million.

Please subtract **4.13** million from **196 million**. You should get almost **192 million**. Then, from that **192 million** subtract the estimated 9 million morbidly (severely) obese: that is **183 million prospects for membership in American health clubs that are not members**.

I subtracted those 9 million folks because most of them are too far gone. They need institutional care that has special doctors and others with specialized treatment. A good example is the Duke Diet and Fitness Center. The 9 million severely obese are from the most recently updated numbers on the America Obesity Association's website: [www.obesity.org](http://www.obesity.org)

### The Future of the American Health Club Industry

Ladies and gentlemen...there is the **FUTURE for the American Health Club Industry**. It is also the future for the health club industry in a number of other countries, such as Australia. Our great allies during WWII and now, the Aussies

have the distinction of being **#2** to the U.S. in the percentage of overweight and obesity population.

There is a huge gap, a real disconnect between 29,000 American commercial health clubs and this monstrously huge segment of the U.S. population. This segment desperately needs your club's staff, facilities, equipment, education, training and services. **But...this disconnect rules!**

But, **they just will not go to your clubs right now because of what is in their minds... not** because of the extra FAT that is hanging off of their bodies.

**We must all work together to close this real huge gap. We must get into the minds of the overweight and obese, make friends with their minds first... before we can possibly expect them to let us help them with their bodies.**

**My goal is to help you get into their minds and make friends with them. My goal is to bring together 29,000 health clubs with 183 million new member prospects. My goal is within the next five years to help all of you double the number of U.S. health club members from 41.3 million to 82.6 million.**

I have plans beyond the 3 year short-term goal I have set for myself to help our industry.

I intend to continue to lead them by helping your clubs attract more and more of them so they may get great results by becoming members. My focus will be to *continue to help you make friends* of millions of overweight and obese Americans, to *encourage them to join* your clubs and to *urge them* to make their lives much better and much longer.

In essence, at age 60 as an obesity survivor, I have dedicated the rest of my life here on earth to helping America and America's health clubs and clubs around the world win this obesity fight.

I intend to lead America's overweight and obese further and further by working very hard to continue to help them save their lives two ways described in Chapter One:

(See *Special Edition* page 4)

## ...Special Edition

continued from page 3

1. Teaching them the true meaning of my book to their minds. And, teaching them the importance of their minds to each of their individual and personal futures as well as the futures of their families. I intend to teach one-on-one, on the Internet, in my upcoming CLUB INSIDER for consumers, on TV, on the radio, in newspapers, in magazines and wherever else I possibly ever can, just as I have now taught and delivered here in Leaving FAT City: **how to save their own "vessel for their souls" their mortal human bodies from dying a sad, premature death.**

2. To continue to teach them, as I have in Leaving FAT City, **how to save their own lives from despair, mediocrity, ridicule, embarrassment, loneliness, lack of energy, poor sleep quality, low work productivity, bad home lives, bad sex lives and from continuing to tragically be terrible role models for their children.**

My goal by 10 years from this day, May 18, 2006, is to have helped all of you to assist 100 million Americans to make a personal U-turn of their very dangerous lifestyles. My goal is to help you all convert their previously really bad and struggling lives, to New Lives through regular exercise! My goal is to teach them exactly how I achieved my goal beginning six years ago when I weighed 343 pounds. I lost 33% of my body weight, 110 pounds, 20 inches off my waist and have kept it off for four years now. I have learned an awful lot.

I have learned an awful lot over 15 years from living and trying to survive in an obese body. Things that very few of you know at all. And, a lot that I hope none of you ever have to learn the obese hard way as I did. In particular, I have learned a lot over the past 6 years in my lifestyle U-turn.

The "lot" I am writing about is being "inside the mind, body, spirit and soul of the obese human being" for years. What I have truly learned is that **"You Must Train Your Mind to Train Your Body!"**

**My learning and my teaching is going to help millions of Americans get a new start. At the same time...my teaching is going to help you, your family and your clubs attract the new masses to your clubs.**

Along the way, I learned and have now perfected a **mindset and the perfect method** of weight loss and **permanent weight loss maintenance** that is truly based upon my real life of 60 years and from very personal experience. The method I refer to in my teaching in the book is a **slow and low daily weight loss program.**

Leaving FAT City provides the overweight and obese with: **hope, a short and long term plan, a vision for their New Life and a very important ingredient that is now missing. I will provide that single ingredient** and their keys to success within Leaving FAT City.

The **single ingredient** the obese and overweight people are missing is a **new introduction** to you all and your clubs. Your clubs are America's greatest, but still virtually untapped, resource for the overweight and obese population. You all KNOW that you can help these folks. The problem is they may know it, but they are afraid to come to your clubs. And, they are NOT coming there in massive numbers. They have avoided your clubs for years all

because of their fear.

Leaving FAT City is going to alleviate and sooth their fear and teach them about what wonderful people you all actually are and what your clubs can do starting today for them.

After my March, 2006 CLUB INSIDER writing about the America's health club's need to adopt a **"FAT Friendly Mindset"** in order to penetrate the now 196 million overweight and obese population, one comment that truly meant a very great deal to me follows.

To quote **IHRSA'S fine man**, the one and only and retiring in June, **John McCarthy** from an email memo to me, **"Norm: This is a "signature" campaign... rooted in your own personal life-threatening experience... Your idea of 'fat friendly' clubs is huge... Similar to the 'age friendly' concept that took root 10 years ago... Awesome! -John"**

### **The FAT Friendly Health Club Mindset IS The Sea Change That Is Needed for American Health Clubs**

**You all hold** very significant keys to solving this great American crisis. In fact, I truly believe our industry's time has come. But... those keys have yet to be used in order to turn the lock; the lock that has captured two-thirds of Americans in overweight and obese vessels. 29,000 American commercial health clubs now serve only 41.3 million American members.

I would estimate that America's 29,000 health clubs, if not one single additional health club was built again, would have the capacity for an additional 60 million members if we could get them from somewhere.

Sure...we'd have to fill up non-prime and weekend hours. But the rent and other club expenses meter is running at prime time and non-prime times... is it not? So, assuming that your club is breaking even or profitable now, most of the dollars from this massive new membership base would become bottom-line profits since you've already got the expense nut cracked.

**Finally**...thousands and thousands of you would be earning the money you truly deserve to earn as **"Chosen-ones"**. **You all deserve more for the very important** and great work you do of saving people's lives in two ways! I say it is about time that you all get what you deserve!

Folks if America's clubs accommodate 60 million more members that would mean that the average number of members of America's clubs would grow from **1,482** (based on division of 41 million by 29,000 clubs) to an average of **3,482** members (Yeah, I understand...there will be more clubs built and some will close).

So...you do the "opportunity" math for our industry. To **add 60 million** health club members out of **183 million really needy and qualified prospects** mentioned above, we need to **attract and sell 33%** of them on two things:

1. Getting their **Minds Right** for a lifestyle U-turn.
2. **Getting up and out and coming to your clubs! The keys to your success then will to be: be nice to them, truly care about them, introduce them to other members, embrace their needs, wishes, desires and dreams. THEY and YOUR**

**CLUB will then be on the way. It will grow from there.**

**Leaving FAT City will greatly help in causing both #1 and #2 to happen in America.**

### **Leaving FAT City Needs to be Read By Millions and Millions!**

Leaving FAT City has been placed online as a service to humanity at: **www.leavingfatcity.com**. I have also published as much of Leaving FAT City in this issue as possible. You may easily finish the book after reading here by going online beginning with where we stop this month.

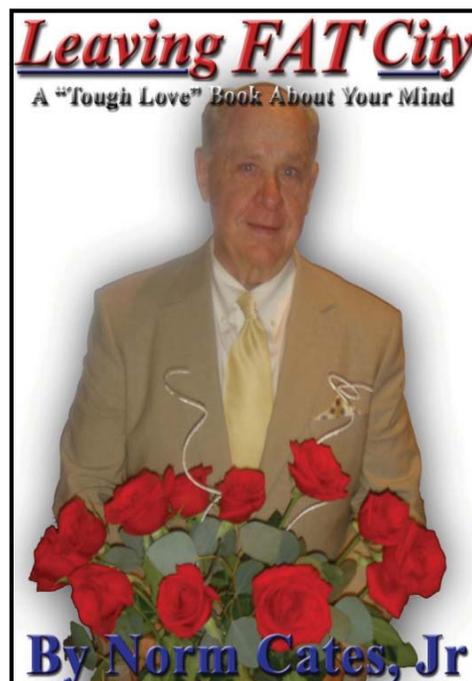
My hope and my request is for you to take the 2.5 to 3 hours needed to carefully read Leaving Fat City, and to endorse the book...give it **your SEAL of APPROVAL**. Once you have done that, I want to request that you have a link placed on your club's website to: **www.leavingfatcity.com** so your members may read it. Then...please inform them about the link, ask them to read the book and urge them to "pass-it-on".

**Your members will know of many people that will be helped by this book. And they will pass it on to help them. My hope is for mass readership of Leaving FAT City to happen. My hope is for you to get many new member referrals in clubs across America from that mass readership.**

Then, by not later than October, 2006, Leaving FAT City will be in print and will be widely distributed at the low-low cost of \$7 per copy. 49% of the profits after production, printing, distribution costs, and Federal and State taxes, will be donated to 7 different organizations or entities to assist those organizations with their respective obesity fighting efforts. Those organizations are named at the end of Leaving Fat City.

So, folks thanks for reading this letter to you "Chosen-ones". And, thanks in advance for reading Leaving FAT City and for "passing-it-on!"

## Please Read:





**196 million Americans  
 are either obese or  
 overweight!**

**Is your club maximizing  
 this opportunity?**

**We offer you HEALTH AGE.**



Health age means that a 40 year-old American has a likelihood of contracting diseases such as diabetes, heart disease, cancer or having a stroke equal to that of a 53 year-old person!

**Attract, sell and retain more  
 members than ever before!**

**CALL TODAY**

TO SCHEDULE YOUR ONLINE DEMONSTRATION  
 877.VFP.1212

email: [info@vfp.us](mailto:info@vfp.us) [www.vfp.us](http://www.vfp.us)

**58%\***  
 of health club owners  
**don't plan  
 to succeed**

You know what they say...  
 failing to plan is planning to fail.

**If this is you  
 we can help.**

A professionally designed  
 marketing action plan  
 can make a world of difference  
 to the success of your business.

We custom design affordable action plans,  
 that are 100% focused on your success.

Count on us to help you succeed with  
 world-class marketing plans,  
 innovative programs, marketing coaching,  
 award-winning graphic design,  
 complete collateral fulfillment  
 and best-in-world customer service.

**Success planning  
 made easy.**

Trust the professionals.

**market my club.com**  
**1-888-765-4717**

\*based on an independent survey of over 200 North American health clubs

# Leaving FAT City

A "Tough Love" Book About Your Mind



**By Norm Cates, Jr**

## Leaving FAT City Chapters:

Sincere Thanks, Gratitude and  
Appreciation:

Foreword:

Mission Statement:

Chapter One:  
"Leaving FAT City!"

A "Tough Love" Book About Your Mind

Chapter Two:  
You've Gotta "Make the Break!"

Chapter Three:  
Moms and Dads of America  
Consider Your Children!

Chapter Four:  
My Extra Calorie "DEMONS"  
... Alcohol and Ice Cream

Chapter Five:  
The Many Benefits of Regular Exercise  
In Your Quest for a NEW LIFE

Chapter Six:  
YOUR Goal and How You Will Get  
There...

Chapter Seven:  
America the Beautiful...the Land that  
WE Love!  
A sea change in America that would  
make us love her more!

Sincere Thanks, Gratitude  
and Appreciation To:

**Deborah Dennison**

"Coach dd" - Who saved my life.

I will be forever grateful!

**"Brother" Michael Scott Scudder**

Editor of "Leaving FAT City!"

Thanks "Brother" Scudder for a job well done.

**Justin Steven Cates**

Webmaster for: [www.leavingfatcity.com](http://www.leavingfatcity.com)

Thanks Justin for a job well done.

**John McCarthy**

IHRSA's 25-Year Executive Director

Thanks "Big John" for 25 years of  
inspiration and education on the great value  
and the benefits of regular exercise. You have  
worked so hard to teach people around the  
world and you have succeeded. Best wishes  
for a happy, healthy and relaxing retirement  
after you've spent the last 25 years of your life  
changing the world.

**"Team IHRSA"**

Thanks to the great Team IHRSA for  
their hard work over the past 25 years providing  
Americans and over 7,000 health clubs in 72  
countries with education and support that has  
vastly advanced the state of the art in the world's  
new-age 21<sup>st</sup> century health clubs. You all have  
done an amazing job and I am proud of you. So  
have those 7,000 clubs and their owners. They  
are the most important part of Team IHRSA. I am  
really very proud to know them, too!

## Foreword:

Leaving FAT City has been written and has  
been released on the internet ([www.leavingfatcity.com](http://www.leavingfatcity.com))  
for FREE as a service to all Americans and

humanity worldwide by the author, Norm Cates, Jr.

The Leaving FAT City printed edition will  
sell for \$7 per copy beginning in October, 2006, if  
not sooner. To preorder printed copies of Leaving  
FAT City please refer to the last page of the book  
for our Leaving FAT City Order Form. They will be

(See *Leaving Fat City* page 8)



# SALES MAKERS!



## 6 Questions For You\*

- How many months did you not meet your membership goals in the last year?
- Why?
- What plans have you made to ensure that you will meet or exceed membership budgets this year?
- How much did you budget for membership sales and systems training last year?
- How much did you wish you had budgeted?
- When training takes place, how do you measure membership sales individual professional development progress?

Improve your Membership Results

## GIVE US 90 DAYS!!

That's right. **Sales Makers** will implement its "proven profit procedures" giving you a 90 day guarantee with our "Performance Plus" plan.

Contact Eddie Tock • 800-428-3334

[info@sales-makers.com](mailto:info@sales-makers.com)



[www.sales-makers.com](http://www.sales-makers.com)

\* Inspired by Jeffrey Gitomer  
 Little Red Book of Selling

# Kid's PE™

## Kid's PACE Express

Shaping America's Future



**Non-intimidating, Safe, Fun \* New Pro?† Center\* Introduce Kids into a Healthy Lifestyle \* Improve Member Retention\* Increase Family Memberships**

Kids PE is Ideal for Health Clubs, YMCA's, Schools, Community/ Recreation Centers, Youth Teams, Church Groups, Etc.

For More Information on Kid's PE or our adult PACE Circuit Training Program, call 888-604-2244 or visit [www.kidspacexpress.com](http://www.kidspacexpress.com) or [www.pacegroupexercise.com](http://www.pacegroupexercise.com).

## ...Leaving Fat City

continued from page 6

printed and distributed in time for the 2006 Christmas Season. For online orders, please use the online order form available at: [www.leavingfatcity.com](http://www.leavingfatcity.com)

The author has pledged to contribute 49% of the printed book's profits (after all expenses as well as Federal, State and other taxes) to organizations engaged in the fight against obesity in America. Chapter 7 - "America the Beautiful...the Land that WE Love!" contains the author's list of organizations that will receive the donations. All of the donations will be targeted, through those entities, to increase and accelerate obesity and overweight research and help programs in America.

### Mission Statement:

**Leaving FAT City** - the mission of this book, a "Tough Love" book, if you are overweight or obese, is to convince you to save your own life from possible premature death or from any of 30 illnesses that being overweight or obese might soon cause. If you elect today to proceed, our mission is to help you save your own life in the following ways:

1. By helping you learn from the author how to "**Train Your Mind to Train Your Body**" - you may save your human body, your "vessel for your soul", from premature death.

2. By helping you avoid gaining more-and-more weight until you become obese.

3. By helping you to enjoy the best by-product, a New Life, with more energy, stamina and happiness.

If you are now significantly overweight, you may truly choose to save your own life today. Today... before an obesity related illness causes premature death, disappointing your family with your early demise. Author, Norm Cates, Jr., was faced with this very decision six years ago. He made the choice to do a U-turn with his lifestyle to his New Life. He truly believes that he did save his own life. He believes he had one foot in the grave and would not be on this earth any longer had it not been for his Creator's grace by sparing him from premature death until he took the proper action to change his lifestyle and thus change his body dramatically. Those changes in lifestyle brought about a major change in Cates. He lost 33%, 110 pounds of his total body weight of 343 pounds and 20 inches off his waist. He has kept it off for four years now.

Leaving FAT City is his story. This story can and should be your story too. But, the book is really about *your mind* and how to train it and use it to control your body. This book can be your first major step you take to changing your life, making it much longer and making it completely full of many good things.

By acting now, you may possibly avoid one or more of the nearly three dozen very serious and

debilitating illnesses that may soon take you away or afflict you. Problems such as: stroke, coronary disease, hypertension, Type II diabetes, a large variety of cancers, high blood pressure, sleep apnea and birth defects for your newborn children. These are all life threatening illnesses that plague obese and overweight Americans and people around the world.

The mission is to intervene now and help you do your U-turn as soon as possible. Thus we hope to help you stop growing in size and gaining more and more weight. Then we hope to help you lose all you need to lose. And, we hope to help you keep it off for life.

If you will carefully follow these teachings and lose the weight you need to lose and then keep it off, you will be amazed and thrilled at your newly renewed body. You will also be thrilled with your NEW LIFE.

**God Bless You!**

### Chapter One:

## **"Leaving FAT City!" A "Tough Love" Book About Your Mind**

**Leaving FAT City is all about our minds, folks. This "best seller to be" is far more than just one more of the many books about fat in America. It is about a very important and long past-due journey for millions of Americans...a journey to a really good mindset...a journey in the opposite direction.**

The Leaving FAT City mindset contained herein will prepare you to properly lose the weight you need to lose and keep it all off for life. This mindset, when adopted and properly followed, will keep you from ever having to do the tough weight loss job again in your life.

Many in America are involved in a lifelong "YO-YO" Syndrome. Gain weight. Lose it. Gain some more weight. Lose some more. Gain lots more. Try to lose lots more weight and then on and on and on. Leaving FAT City! will stop your "YO-YO Syndrome" for life - if you employ this teaching.

The Leaving FAT City mindset *could actually save your life. I am convinced it saved mine.* And, it *could help you make the long haul quality of your life vastly better.*

According to the American Obesity Association (AOA), 196 million Americans, two-thirds of the U.S. population, are now overweight or obese! The obese and overweight population is increasing so fast that before too long that number will reach 200 million! Last year over 300,000 Americans died from obesity related illnesses. That number is second only to smoking.

Between 1991 and 2000 the obesity rates in America increased by 60%. Now, according to the AOA, 45.6% of America's children age 6 to 11 are overweight or obese. 45.9% of America's adolescents age 12-17 are overweight or obese.

In essence, the lifestyles of America's youths are creating a massive "feeder system" for adulthood obesity. If that cannot be defined as a national crisis, then what could be?

### ***This is a true American crisis!***

We all must rally together to change the direction of this obesity epidemic in America! All of the 196 million Americans who are overweight or obese represent a *majority* of the U.S. population. I would argue that most of the members of that majority really would like to become a minority again. I believe this book can help bring that majority number down to a minority in America again. Together...we can do this.

Do the stunning numbers stated above or the overweight and obesity illnesses shown below concern you?

Are you and your husband or wife and children part of America's new majority? Do these potential obesity illnesses and the very unhealthy lifestyle of a seriously FAT person have a hold on not just you and your immediate family, but many of your relatives and many of your friends? Do you good folks wish to continue to live while being forced to carry around a very heavy "coat" of extra fat on your body, "your vessel for your soul?"

If you are overweight or obese or if you are not, how many people do know that are? How many people can you help by telling them about this book after you have read it and approve it? If you will read this book carefully, study its contents and employ what you learn, this book will be the last book you will ever need again for your weight loss and permanent weight loss management. I repeat...you will only have to do this weight loss job one more time.

### An obese or overweight person has:

1. A 50 to 100% increased risk of premature death.
2. A higher incidence of heart disease.
3. Increased cancer risk.
4. A 100% higher risk for developing diabetes.
5. Greater incidence of depression.
6. Increased risk of developing arthritis.
7. A higher risk of development of heart disease, cancer and diabetes.
8. A risk of amputation of one or both of legs due to diabetes.
9. The risk of possible birth defects for your babies.

*(See Leaving Fat City page 10)*

# ARE YOU GROWING YOUR BUSINESS OR JUST INCREASING STAFF?

Now is the time to build a strategic  
partnership with AAC!

- 
- ◆ Increase Member Retention
  - ◆ Integrated Billing & Software
  - ◆ Sales & Marketing Strategies
  - ◆ Effective Training Programs
  - ◆ Step-by-Step Configuration  
& Software Setup



## AFFILIATED ACCEPTANCE CORPORATION

**"KEEPING YOU CONNECTED!"**

**800-233-8483**  
**[www.affiliated.org](http://www.affiliated.org)**



## ...Leaving Fat City

continued from page 8

10. A much higher risk of stroke.

### **This book will help you if you want to lose 5 pounds or 500 pounds.**

It will help all Americans: men, women and children of all ages. It will help all races, creeds and all national origins. It will help you no matter how smart and how high up in life you are. It will help you no matter what your occupation is. It will help you if you are self-employed or work for a big corporation or a small business. It will help you if you live in a big \$50 million mansion. And, it will help you if you are unemployed, homeless and even if you are a lost soul wandering the streets of America's big cities.

Leaving FAT City will help all Americans who take the time to read it. It will help America slow down and "Smell the Roses". It will dramatically improve lives. It was written to help America very significantly.

### **This morbid obesity survivor is convinced that our Creator did not want humans to be overweight or obese**

I lost 33% of my body weight - 110 pounds and 20 inches off my waist. After reaching my goal I began my "Weight Maintenance for Life" phase. I have been overjoyed and happy with my "Weight Maintenance for Life" success for 4 exciting years now. You can be too.

For 5.5 years I have managed and monitored my food consumption each day. I have also regularly exercised with a passion...virtually every day for 5.5 years. But...don't let that "exercise" word run you off! Do realize that *my* exercise was walking at least 3.2 miles a day for 5.5 years. I also eliminated my "demons" - alcohol and ice cream - in order to reduce my monthly calorie intake.

When I began "Leaving FAT City!" 5 ½ years ago I was so FAT I could hardly get out of my chair, much less walk very far without resting. So, I started with just a brief 5 minute walk. During my planned weight loss period I gradually increased my daily walking distance a little bit each week. By the end of my weight loss phase I had worked up to walking 6.4 to 9.6 miles a day on weekends with no problem. I also continued walking 3.2 miles per day during the work week. I now have walked over 6,000 miles in the 1875 days since I started with just a five minute walk. That is the equivalent of walking from the Atlantic Ocean to the Pacific Ocean and then entirely back across America to the Atlantic again.

### **NO...my name is not Forrest Gump!**

So, don't worry too much right now if you are like I was six years ago. Don't feel things are hopeless if you can hardly get out of your chair right

now. I am here to give you HOPE. And, I have a short-term and a long-term plan for you here. A plan you are going to love and have great success with. Perhaps, for the first time in your life as it was for me. You can get better if you *truly want to*. You can lose your extra FAT. You can then protect yourself from gaining that extra FAT ever again! When you follow my teaching you will never have to lose weight again in big numbers. You will keep the "coat of fat" you lost off!

**My life was saved** when my friend in Canada, the lovely **Deborah Dennison**, whom I now call affectionately "**Coach dd**," helped me **get my mind right**. You will read more about Coach dd's wonderful life saving efforts with me later. I vowed to her that one day I would pass it on. I vowed to her that I would help many people...just like she helped me. I am here now keeping my vow to the single person that I can thankfully say saved my life: Deborah Dennison of Burlington, Ontario, Canada. She is the best!

Here in this book is the help that I vowed to "Coach dd" to pass on. I have worked for four years now to prepare an excellent, very meaningful book: Leaving FAT City. I have *lived the struggle* and "walked - the - walk". I am now going to *pass it on* and "talk-the-talk" about your entire future right here.

### **I got my mind right...and kept it right!**

**That will be your passport to success too.**

**The key to it all is that I did get my mind right. And, I have kept it right.** But, never forget I had help from "Coach dd." Now YOU have help. You and I are forming a TEAM here!

### **This book is really all about mind power...**

**Your mind power and my mind power.**

Having my **mind right** made *all of my weight loss and weight loss management efforts much easier*. And, now...I do now SO enjoy *Smelling the Roses in my New Life*. You will too when you get to where I am now. It will not be a piece of cake.

EGADS! 5.5 years ago I was a waddlin'-walkin'-talkin', heavy duty **case of eye pollution!**

At age 60 now, a born leader on January 17, 1946, I came along in the first month of the post World War II - 78 million "Baby Boomer" Generation. I am going to keep on leading and helping America here.

Even though I now have a slightly scarred head from my successful 26 years of surviving skin cancer surgeries and treatments, I present an entirely different visual image than that awful image from when I was obese and was going through a doctor prescribed skin cancer burn off.

Before I figured out the "Skinny Mirror Syndrome" (SMS) - wow, I was really painful for others to look at! (You will read about the SMS later) **FAT UGGLEE** would be excellent words to describe

me then.

But, the "ego section" of my mind *protected me* from the "reality section" of my mind. That was because at 343 pounds and a 60 inch waist, I was an "eyesore"...just check out the "**skin cancer while obese**" before photo on page 12 and you will see what I mean.

*Becoming much better looking* is just one of *many benefits* of losing weight. Therefore, I am going to write in this book about one of my favorite subjects: "**SEX and the FAT BOY!**"

**Leaving FAT City** is *all about your mind...making up your mind*. It is *also about how your mind determines and really is in charge of your body*. It is all about what kind of and quality of "vessel for your soul" you will travel in throughout the rest of your life. It is all about how **YOU** will respond. It is all about what you will actually do after reading this very personal book. What you do will *determine the future of your vessel*. What you do can *define and determine the quality of your life from now on*. What you do might even save your life - like mine was saved.

You are holding in your hands a book that will be **your passport to constant health and happiness morning, noon and night**. The key is if you take the medicine.

**Every single man, woman or child is valuable to this world. We all are here for a reason - a good reason - to live a healthy and happy life. And, a life where we do help others. Some of us do now. Some of us do not.**

**I could have lost my life at any moment. Coach dd would not allow it. Neither would our Creator because I was spared. I had one foot in the grave. If you are reading this and you are too FAT our Creator is sparing you...for now. The question is: "Do you feel lucky today?"**

As stated before, I am convinced that **our Creator did not intend for us to be overweight or obese**. I also firmly believe that same Creator sees our troubles. I believe there is a wish for us to begin now to *truly pursue our recovery* more aggressively in America. I believe I can help and have a destiny to help America. Otherwise I ask here, "Why would I have been spared from premature death? And, WHY am I so doggone motivated to write this life-changing book?" To me...it has got to be divine guidance. I can't explain it any other way.

*196 million Americans need to change their lives for the better*. If you are amongst that huge majority you sure are not alone. So, don't feel alone now. *Feel like you have hooked up with a winner that is going to help you become a winner*. I am very concerned about this *American crisis*. There is no sign now of these increases in American overweight and obesity *slowing up*. So I am very concerned for you if you are the way I was before I got my message.

(See Leaving Fat City page 12)

ABC offers all the club management tools you need to manage your club and maximize your profits.

# Three simple **SOLUTIONS** to manage your club and make more money in the health club business.



**Billing & Collection**  
*Solutions*



**Software**  
*Solutions*



**Marketing**  
*Solutions*

## **We'll Collect More Money, From More Of Your Members.**

It's what we do, and no one does it better. Software solutions.

Billing and collection solutions. Marketing solutions. We do it all.

In fact, everything you need to run your club and maximize your profits, we deliver. It's called the "Complete Club Management Solution" and it's only available at ABC Financial.

## **Call Us And Let Us Put Our Team To Work For You.**

One phone call is all it takes to get started. We'll take care of every detail from start to finish. Call us and learn more or check us out on the web at [www.abcfinancial.com](http://www.abcfinancial.com). We're ready to help you get started growing your club.

- DataTrak Club Management Software
- OnLine Club Management Center
- EFT, Credit Card, Monthly Payment Book Processing
- Customized Club Marketing Solutions

**[www.abcfinancial.com](http://www.abcfinancial.com)**



**P.O. Box 6800 • Sherwood, AR 72124 • 1-800-622-6290 (option 3) • Fax 501-992-0801**

## ...Leaving Fat City

continued from page 10

Consider this scenario during my age 34 to 54 time period:

- By 1986 I had gained 60 pounds of FAT in my latest "YO-YO Syndrome" weight upswing. I weighed 294 pounds. In 1987 I lost 92 pounds over just 5 months - the improper and stupid way. I starved myself and I did not exercise! Dumb...dumb...dumb I was for doing that! By 1989, because I had lost my weight by starving and with no exercise, I had also screwed up my metabolism. I began gaining all of the 92 pounds back. By 2000 I had gained all of it back...plus 49 more pounds! I had reached that whopping 343 pounds by the fall of 2000 when I finally said "**I've GOTTA MAKE the BREAK!**"

I went through this **second major obesity period regaining 141 pounds** due to a several factors. One, heredity, I really could not control:

- Heredity – My grandmother on my mom's side and some of her daughters had the obesity problem. But, nobody called it obesity 50+ years ago when I was a kid. If you have heredity against you...you will have to have even more discipline and work very hard just as I did.

- A drunk who was going about 50 mph rear ended my car. My son Justin, age 6, and I were sitting still when the drunk hit us. I suffered serious lower back injuries and whiplash. Both of my ears still ring from it. I hear that low ringing tone now as I write these words. And, two neurologists tell me I always will. I weighed approximately 240 pounds at the time of the accident, August 5, 1991. That injury kept me from moving well anymore and from exercising at all. It accelerated my weight regain of the amazing 141 pounds.

### Nightmare Scenario of Norm Cates, Jr.



**Obesity, Skin Cancer, Bad Back Injury  
Survivor Norm Cates - "1999"**

- In 1998 I was suffering from more serious skin cancer issues. I had three serious skin cancer operations in mid-1998 on my left temple area and forehead. In 1999, my doctor ordered a one month skin burn off treatment for me. This was truly the most agonizingly and excruciatingly painful experience I have ever lived through. I had to apply this ointment to my scalp, face and chest twice a day for 30 days. **This product literally burned off the top layer of my skin** (See photo lower left).

The first week the pain was not bad at all. The second week the burning pain began to heat up. The third week the burning pain began to reach the point where I had to call the doctor and ask for meds that were stronger. The fourth week the burning pain was so excruciating painful that I was climbing the doggone walls.

Throughout it all, I pressed on, and never missed a deadline, for my 13-year old **CLUB INSIDER News**, the health club industry trade publication whose sole mission is to help health club owners and operators better their clubs for Americans and members around the world. My **CLUB INSIDER News** motto is: "**Telling-It-Like-It-Is For 13 Years!**"

To survive, I even took the stronger meds in double doses. I also turned to my friend whiskey in quite large quantities. As the pain got worse and worse, I turned to smoking some "herb" called "Bob", just to try to find something else that might somehow dull and abate my excruciating agony. That did not work fully. But the combination helped dull the agonizing pain somewhat. I now have a *much greater empathy* for anyone who has had major burns on their body.

I was determined NOT to let this agony keep me from doing my **CLUB INSIDER News** work lucidly. So, I would work all day long with just single doses of my meds. That truly was when the pain was the most excruciating. The pain made it hard to think. By sun down, after I was sure I had my day's work adequately done for **CLUB INSIDER News**, I would hit the whiskey bottle...and fire up Bob. I survived. But, there was a *real big price* I had yet to pay.

During my pre major skin cancer survival years, I would drink whiskey mainly on weekends. I might also drink beer or wine on two or three evenings of the week. But, that all changed. I became dependent on whiskey. I became a bonafide problem drinker and *I would properly be described* then as an *alcoholic*.

But, I am no more. I have not had a drop to drink since my "Independence Day" - November 26, 2000. You will read more about this phase of my life in my chapter entitled: "My 'Demons' - Alcohol and Ice Cream." Suffice it to say, I realized, at age 54, that the "firewater" and all other liquors, beer and wine, were just not good for this Scottish, Irish and part Cherokee Indian big boy! **I set them aside for**

**life permanently on November 26, 2000.** That's why I call that day my "**Independence Day**".

My dependence on and excess consumption of whiskey purely and simply fed my fat body with more and more useless and never burned extra calories. Importantly, the whiskey kept me coming back to it during those years.

When I said goodbye to my "demon" alcohol for the rest of my life that was a *true new beginning* and a *huge part* of my *New Life!* By the way, I did not use *Alcoholics Anonymous* as an aid to quit. I just flat quit for life using my own method: **one second at a time. Quitting for life really made it easier for me to stay off the firewater and for me to lose my 110 pounds and keep it off.** I honestly have had absolutely no craving for booze in any form since I determined deeply in my mind that this time I was quitting this problem for life. I say: **Hallelujah! And, my ole liver celebrates every day!** I can also say that six years ago I would not have given myself a life expectation of more than one year. Even that was stretching it! Now I have planned for and truly expect to live 30 more years. Folks...that is a huge difference!

The firewater diminished my discipline and stimulated my appetite. I ate voraciously. Calorie after calorie from bad food choices, ice cream by the bucket, whiskey, beer and wine all helped to just grow and grow my vessel to the point where there were Goodyear Blimp sightings everywhere I went!

### After doing #2 in the toilet I finally hit my own personal "Trigger Point!"

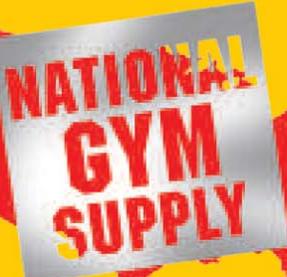
I grew to a 60 suit and pants size! That was until one day I had to **go to the bathroom and do #2.** That was the day that **my life changed permanently.** I remember it well. I did my business and grabbed some toilet tissue to do what we all do...wipe my butt. Well, guess what? I think my vessel had grown since the last time I assumed that position. **On that day, I could not easily wipe my own big butt! I had to struggle to do it because of the fat and the girth of my waist and my butt!** In fact, I tried the task reaching across the front between my legs, but my big, bloated belly, would not allow that either. Somehow I managed to get #2 completed that day...but, **THAT WAS IT...** that was **MY TRIGGER POINT! I decided, while sitting right there on that toilet stool...to "MAKE the BREAK!"** to a **NEW LIFE!**

Some day you are going to find YOUR "Trigger Point". Maybe Leaving FAT City can provide you one in these next six chapters. Read on...laugh...weep...learn...change your life...slow down...and: **Smell the Roses.**

**I Did It. YOU Can Too!  
God Bless You All, and God Bless America!**

(See Leaving Fat City page 14)

2006  
CATALOG  
available  
now!



# NATIONAL GYM SUPPLY

The **number one** resource for fitness professionals!

- *Parts & Electronics for Cardio Equipment*
- *Electronics Repair*
- *Weightroom Supplies*
- *Tools for Trainers*

CALL OR CLICK FOR YOUR FREE CATALOG TODAY!

1-800-GYMPART / [WWW.GYMPART.COM](http://WWW.GYMPART.COM)



We've got you covered!



## ...Leaving Fat City

continued from page 12

### Chapter Two: You've Gotta "Make the Break!"

You are reading the first sentence of a chapter in this book that literally could save your life. Or, it could save the life of a loved one or a really good friend. If you are already fit and into a fit lifestyle, after you read the entire book please be sure to pass on our website address: [www.leavingfatcity.com](http://www.leavingfatcity.com) to anyone and everyone you know, especially to those that may be able to use this help.

First, I want to remind you, and I do hope that by now you do believe me and trust me...this "New Life" after obesity is amazingly different, better and happier. Remember...I know. I've *lived the struggle, won the victory and continue to win the victory* every day of my New Life. Now, I am here to tell you all about it.

Let me first explain what I mean when I say, **"Make the Break"**. As you read on, if you have been wanting for a long time to really do something to lose weight, please very carefully read the following words that are in bold:

**"Today I am going to eat less bad fast food and junk food. I am going to begin to eat more good food. Good foods such as vegetables, whole grains, fruits, fish and chicken. Today I am physically going to move my body more than I did yesterday. Tomorrow I will move it more than today. And, tomorrow I will eat more good food and less bad food...and the day after...and the day after that. And, the day after that I will continue my lifestyle changes until they become HABITS. Good habits that replaced my bad habits."**

#### What "Make the Break" Means

"Making the Break!" means changing what you have been doing. It means vowing to and actually truly changing your behaviors - the same behaviors that have truly caused you to gain your extra coat of FAT. Changing your behaviors to what you will do after you have *personally chosen* to "Make the Break" to a New Life. It means adopting new behaviors and new good habits. It means discarding old behaviors and old bad habits. These new behaviors and new good habits will cause you to lose the extra weight you have gained over years and years and keep it off. That is: if you just repeat your new habits everyday and stick with them: day after day as time passes every day, week, month and year.

The formula is simple. The "Make the Break!" formula *correlates to the basic reason why* any human gains an extra coat of FAT. **Weight gain**

**is caused simply because you consume more calories every day than you burn up.** There are no other causes except for rare medical conditions involving body organ diseases.

So, when you "Make the Break", what you are doing, is eliminating the behaviors that caused you to consume more calories than you burn and changing your permanent lifestyle habits to burn more calories than you consume... every day.

Let me give you a few key thoughts to always remember:

1. Change of your overweight or obese body, "your vessel for your soul," will take time. The time it will take should be determined by the amount of your extra coat of FAT accumulation.

2. You did not gain your extra weight in a *short period of time*. Therefore, you should not attempt to or *even expect* to lose the excess *weight in a short period of time*. If you do you will *gain all of it back plus more*.

3. Your New Life will only come completely when you are at the end of a *marathon*, not a *sprint*. No, I am not suggesting here that you should be thinking of running a marathon soon! I am suggesting that a 26.2 mile Marathon Race takes much more time than a 100 yard sprint. *I know*. I ran a 26.2 mile marathon in 1987. The potential for excellent or any weight loss management is reduced dramatically by fast weight loss. It is far better to *slow down* and lose a *very small amount of weight each day*, thus over time, accumulating your total weight loss in a manner that will make it a *permanent weight loss*. *That is if you do not want to have to do it all over again later on*.

My point is: you should lose any mentality you might have right now about fast weight loss. *Fast weight loss seldom ever* ends up being *permanent weight loss*. That is simply because rapid weight loss screws up your metabolism. Translated, that means when you starve your body your body adjusts the amount of calories it normally burns downward. Your body switches to its survival mode. Your body quits burning up the normal number of calories it burns in one day. It slows your calorie burn way down as it prepares for a "starvation" period. In essence, by starving yourself...you *trick your body*. *In response...your body tricks you back*. So, the more you starve yourself for fast weight loss the lower your metabolism will go and the less you will actually lose.

Therefore, fast weight loss from starvation diets results only in eventually gaining back all you lost plus more. And, fast weight loss sets you up for a lifetime of more "YO-YO" weight losses and gains that is never ending. Never ending until you truly "Make the Break!" and make a permanent lifestyle change. Just slow down and Smell the Roses.

#### That "TRIGGER POINT" Day!

Remember now and don't forget this. When

I weighed 343 pounds and I should have weighed 110 pounds less, *I truly had one foot in the grave*. I could easily have been gone to the Promised Land by that fateful "Trigger Point" day, *when I could not easily wipe my own big butt*. *But...thank goodness I was spared to live and work many more days!*

You should Smell the Roses today. Let this *very day* be, your "Independence Day!" and the day you finally "Make the Break!"

#### A "Trigger Point" is needed for any overweight or obese person to "Make the Break".

We now move into writing for all of you that are 30 pounds or more overweight up to overweight by 99 pounds or less. Technically, the doctors call that: **obese**.

You may have already experienced the same trigger point I experienced. Maybe not. Regardless, a "trigger point", where you flat say, **"Enough is enough, I am going to change my life for good."** is a **MUST**.

Before I move on let me explain some terms here with *some "technical" writing about definitions I am using throughout this book*.

For the purpose of simple clarity, I am using standard language. **30** pounds or **less** overweight is called: **overweight**. **31** pounds up to **99** pounds of too much FAT is called: **OBESE**.

**100 pounds or more is called Morbidly Obese.**

I believe many good folk's **ideal weight is your ideal weight**. Not some insurance company's idea of your proper weight.

America's new-age and terrific health clubs are now owned and operated and staffed by helpful, dedicated professionals. The now vastly improved health club industry is a huge, *yet currently untapped and underused resource by overweight and obese members of American society*. These good new-age health club folks are truly the best people you can find anywhere, in *most* cases. *They truly care about serving you and helping you get good results*. I will not get into a detailed explanation of the new method used by health club pros to measure overweight or obesity. The new-age pros use what is called: **BMI**, an acronym for **Body Mass Index**. I will cover that in more depth in my Chapter Four entitled: **"The Many Benefits of Regular Exercise for Your Quest for a New Life."**

So, for those of you who are by the definition above, obese, 99 pounds or less over your "ideal weight", let move into some thinking about a "TRUE TRIGGER POINT" for you.

Maybe, just maybe, it will be the many media messages for all obese and overweight people in America. I do hope so very much! Or, maybe it will be the sudden death of a good friend of yours or a family member. I hope it is not that!

(See *Leaving Fat City* page 16)

# ThomasPlummer.net



**2 Days, New Ideas, More \$\$**  
**It's that simple**

**If you run any type of fitness business...**

**Where do you go to get that one new idea that will change your company forever?**

## The Thomas Plummer Tour 2006

### Upcoming Tour Dates

---

**May 17-18**  
**Cincinnati, OH**

**June 21-22**  
**Denver, CO**

**July 26-27**  
**Stamford, CT**

**August 23-24**  
**Portland, OR**

**September 27-28**  
**Charleston, SC**

**1-800-726-3506**

**THOMAS PLUMMER COMPANY**

*The right answers, at the right time, for your business*

### Why you might consider a seminar this year...

We understand how hard your job is, which is why our seminars have been so popular for so many years. More competition, extreme price discounters, chain clubs opening all around you and staff nightmares are all a part of what you do every day in this business.

If you own or manage any type of fitness business, we have new ideas that will help you make more money and compete successfully against anyone. During the last year, Thomas Plummer Seminars have attracted thousands of people, including small training centers, the biggest chains in America, independent club owners, wellness and hospital facilities and even clubs that are in new categories.

It's been hard to make money in this business during the last several years but we have the ideas and resources to help you change what happens. New ideas and leadership is what the Thomas Plummer Company is all about, and we promise that if you give us two days, we can make a major difference in how you make money.

### In Their Own Words...

**-Every club owner, no matter how long they have been in the industry, needs to attend a Thomas Plummer seminar.**

Jason West  
North Columbus Athletic Club

**-Thomas Plummer is very fun and inspirational, the information is top notch, and I just enjoy being around other gym owners for 2 days.**

Ken Laurie  
World Gym Express

**-I look forward to attending and sending my staff to a Plummer seminar every year. I take something back each time that will help take my business to the next level.**

Mike Shirley  
Double Diamond Athletic Club

## ...Leaving Fat City

continued from page 14

For you folks that are 99 pounds or less over your ideal weight, I am going to take another approach to helping you find your "TRIGGER POINT".

Before I go there, I repeat: you can't "Make The Break" without a "Trigger Point". There must be a *milestone moment...a defining moment in time in your mind*. That moment may well blow your mind so bad that you will vow to change and actually do change right then. In addition to my now infamous "toilet scene" for my "Trigger Point" I had a quite a few others.

Two involved chairs. The first "chair" scene was at my dad's home in Louisiana. I was visiting over the Thanksgiving weekend back in 1999. I was sitting in an antique chair watching the University of Georgia vs. Georgia Tech football game. The Bulldawgs were kickin' butt. I was excited and I guess wiggling in the chair. All of a sudden the chair virtually exploded from under me! My 343 pounds, seemingly tonnage, landed me flat on my back on top of the broken chair pieces. I was lucky I did not get stabbed by sharp wood. My dad was upset and I don't blame him.

The next chair "mini-trigger" was up on top deck of the "Titanic" - my good friend Jackie Bennett's 75-foot houseboat at Lake Lanier outside of Atlanta. It was the night of the 4<sup>th</sup> of July, 2000. I was sitting with a bunch of others in a plastic deck chair listening to the band play. All of a sudden the back two legs on that chair folded under me. I fell backwards flat on my back and hit my head pretty hard...but you can't damage wood! These were pretty scary "chair" scenes for me in both cases. They were very embarrassing, but they just did NOT do the real "Trigger Point" trick. These were just two of many "mini-trigger-points" that happened before the big toilet one.

So, let's consider some options... some possible "Trigger Points" for you.

It's important that each of you overweight, obese and morbidly obese all realize this. There is a really, really big problem here before we even start! *There are some of you that are going to your grave without ever having your own personal and real "Trigger Point". What a pity. A true pity.* I sure don't want that to happen. And, I am sure you and your family do not want that to happen. But, here's something to contemplate:

**What's it going to take for you to hit a true a  
 "Trigger Point" that will cause you to  
 "MAKE The BREAK!"**

• How about a *stroke*, so *half of your entire body is paralyzed* and *totally unusable*? Then you get to ride around in a wheel chair for the rest of your life.

• Or hey...how about a *heart attack* caused by *coronary heart disease* due to *your fat taking over*?

• How about how about a *birth defect* for *your newborn child*? *Would THAT do it?*

• Or, would *cancer...hmmm, let's say colorectal cancer, declared as terminal by your doctor*, finally do it? But, I guess that would be *too late, would it not?*

• Here's another idea...would *gall bladder disease* be a trigger point?

• Or, how about a real pain in the ass? How about diabetes?

• How about getting gout so bad you can't walk? Would that stir you?

• Here is a real bad one. How about if you have to have a leg amputated due to diabetes?

I think you do get the idea. Look at all the *bad crap* that could happen to you if you stay on your present path! Keep in mind, *the list above is only about half of all the horrible stuff that your vessel could succumb to*. Go to: [www.obesity.org](http://www.obesity.org), the American Obesity Association website.

So heck, *not being able to wipe your big butt like I went through, when compared to that list above, wouldn't be such a bad deal after all would it?* So, are you going to wait until **YOU** are **SO FAT** you can't wipe your own butt before you "Make The Break!?"

Let me switch now from motivation through fear suggesting you are at risk for about 30 possible diseases. Let's switch to some very positive and more exciting motivations! Before I do let me assure all of you reading this. If you stay on your FAT growth path, it is very likely that you're going to get at least one of 30 obesity related diseases. Most likely more than one of the above obesity/overweight illnesses!

With that said, let's try positive *motivation for you*. I am now going to paint a very clear, positive, exciting picture of WHY...you should "Make The Break" and begin today to change your obese or overweight vessel so you really enjoy a New Life, slam full of wonderful health and happiness and joy.

I made changes in my lifestyle that have indeed "saved my life." But, my changes did not just SAVE MY LIFE. I also saved my life from *continued public embarrassments* like the chair scenes that happened for sure because of my weight. I saved my life from *continued and ongoing exhaustion* by ridding myself of sleep apnea. Sleep apnea is a built in human protector of the obese. You wake up 100 or more times per night when you *stop breathing momentarily* because of your FAT! In the past, I could go to bed at 10 pm and wake up at 9 am and even after 11 hours of sleep I would be exhausted and tired all day! Now, at age 60, I can work 18 to 20 hours non-stop, sleep four or five hours, get up and if necessary, work 20 hours again. I am a working machine now. I was an exhausted worker before.

I have always worked hard, even before I made my break. But even though I do work really work hard and very long hours in my small publishing business I still have something left for play! I literally saved my life from low productivity in my publishing business.

I saved my life from being possessed by a disease that has a grip on 196 million Americans. While all of you good folks have been headed one way, six years ago I did my U-turn and headed the other way to New Life. How about joining me?

**You all deserve much better for your life.**

But, you're not going to get it, *unless* you are willing to *sacrifice some things you may like a lot*. I have *sacrificed* and I have *hard earned my New Life*.

In summary let me say again. Your reaction to this writing is the absolute key to the door to a New Life. *A much, much better life.*

We good folks that are in that *long time gaining with no action category* and have gained *100 or more pounds* are referred to by doctors as the *morbidly obese*. *That is a scary and awful term*. But, the TRUTH is it is a very accurate term. Those of you morbidly obese folks who are like I was, 100 or more pounds overweight, often need *special care* - *special care that is provided by experts dealing with your special issues*. I would highly recommend the *Duke University Diet and Fitness Center in Durham, North Carolina*. It may be the best in the world. The rest of you good folks that need to lose 99 or less pounds can manage your own journey to a New Life. With this help.

Now, I am going to discuss the morbidly obese and give you information here now. Then, I will delve into my experiences as one who needed to lose 110 pounds minimum and did so keeping it off for four years.

**A Start-Up Plan For the Morbidly Obese**

Finding the right program for morbidly obese, but good souls, will take some time. So, in the mean time before you get help at Duke University or some other excellent organization like the Duke University program let's get you moving a little bit.

If you are sitting in a chair or on a couch and cannot get up easily, it is going to take some time for you to make your changes to a New Life, but **you can do it**. Now, let's get started on your journey to a New Life!

**# 1:** Please stand up on your feet. This is the *first minute* in the rest of your life. If you need help, get help to stand up. Or, use your cane if you have one. Once you are standing close your eyes and continue to stand there for just one short minute. It may feel like a long minute to you. Feel Newton's Law of Gravity pulling on you. Wouldn't you like to lose old Newton's Law and reduce that heavy pull of gravity that is ALWAYS tugging you toward the ground? Sit down now please. Rest a minute.

**Minute #2:** Now, stand up again please.

*(See Leaving Fat City page 18)*

# One Part You. One Part Us.

## Blend. Serve. Profit!

The simplest recipe for success yet.

Blends-4-You is making quite a splash. Call or visit our website to see what all the excitement is about.



877.779.2536  
[www.Blends4You.com](http://www.Blends4You.com)

## ...Leaving Fat City

continued from page 16

During this minute, close your eyes and think back to when you were younger and slimmer. Think about what your vessel was like then. Think of the *joy of movement*. Think of the years when you played and ran and swam and danced and smiled and were happy, happy, happy! Please sit down. Rest a minute.

**Minute # 3:** O.K. Please stand up again. *Think about your life now.* Think about your New Life you have just begun your long journey to. Compare the two. Think about your life now and how it could be so much better if you weighed 100 or 200 pounds less. Please sit down. Rest a minute

**Minute #4:** Please stand up again for another minute. Think of your children and your family. Think of the tears in their eyes when they will be standing over your grave. Think now of how you could help them all avoid those tears for a long time by changing your life starting today. Please sit down. Rest a minute.

**Minute #5:** Now, please stand up for this one last minute. While you are standing up, realize that your "stand ups" are done for today. While you are standing up this last minute, think about what you have eaten today. *Resolve with determination in your MIND* to eat better food and no junk food or fast food during the rest of this day. And, eat no junk or fast food tomorrow. And, eat less junk and fast food and more good food tomorrow. Think about eating many different healthy things. Eat more vegetables. Eat no more fried foods. Eat more grains. Eat more fruit. Eat less red meat. Eat more fish. Eat more chicken, with all the fat skin removed. Eat ONLY chicken that has been broiled or baked, but not fried. *Never eat fried chicken again*, except maybe twice a year, *only during special celebrations*. *Eat much less sugary sweet foods like ice cream*. Only allow yourself tiny little bites of sweets once in a while from now on. *Eat less fatty food like butter or margarine or catsup*. *Never eat fast food again*. Please sit down now. Rest a minute.

Now, please stand up. *This time, you don't have to stand for a minute*. Stand just long enough to say a little prayer to your Creator. *Begin now to have a strong feeling that your Creator is smiling because of what you are doing to start helping yourself*. Thank your Creator for your **exercise work** today... **YES**...I said **exercise work**. Exercise is work that you must do to **earn New Life!** Your **New Life** will not be FREE!

*Think again of your family*. This time, instead of thinking of them crying many tears over your big grave, *just think only of how proud they are going to be that you are now exercising!*

*CRY if you feel like crying...it might feel good to cry on this first day*. Don't worry. It will *cleanse your mind and your soul*. Sit down. *Rest now for as*

*long as you like.*

**CONTRATULATIONS**...you're on your way to your NEW LIFE! It WILL be a long journey but you are moving and are on the road now!

The most important thing that you should know and understand right now is that you have just achieved something very important to help keep you alive. Very, very important. There is definitely HOPE for you for a New Life! And, this is YOUR plan...*your short-term plan*. Your long-term plan will be to try to get some really excellent clinical help with doctors and others trained for your big issues.

You have "**physically moved your vessel more than yesterday**." Tomorrow, you should do this again. Just five - one minute stand-ups again tomorrow.

You have thought today about this statement: "Today I am going to eat no more fast or junk food. I am going to begin to eat more vegetables and they will not be fried. More fruit. More chicken and fish but not fried."

Physically moving more and more and eating less and less bad foods and more good foods will get you there. **YOU CAN DO IT!**

Use these pages as a guide every day. *Think of the exact same things written for each minute above* for each minute, each day, from now on. Tomorrow will be **your second day of exercise**. Your second day is a **HUGELY important day**. Your second day just may be the **true key for you to save your own life** and extend it for many more years. After the second day is complete we're going for a whole week of great days like this first day and tomorrow's coming great day. After your second day tomorrow focus on doing the same thing for the next five days. Don't forget to think the same things I have written for each stand up each day of your first seven days.

You will complete your first week of exercise *feeling differently*. You will feel a *tiny little bit stronger*. You will feel a tiny little "tinge" of the *true value of regular exercise*. *You will be on your way*. That "tinge" will grow a tiny little bit every day. One day your "*tinges*" from exercise will turn to "*tingles*". *When you get there someday, remember these words: you will be feeling a natural high. That high is caused by what are called endorphins. Endorphins someday will provide you with an energy boost each and every time you exercise.*

*You are going to truly love the wonderland of energy, vitality and good feelings from regular exercise. **You are on your way!***

You are going to spend each day of the next 29 days, doing the same 1 minute stand ups, 5 minutes per day. *After one month of 5 minutes a day of stand ups*, we're going to *increase your one minute stand ups to two minutes*. *You will be much stronger by then*. You will be able, after 30 days of one minute stand ups, 5 minutes a day, to make this jump from 1 minute to two minutes with

no problem. In fact, depending on your total weight, you may really be ready before one month is over. But, don't change from 1 minute stand ups to two minute stand ups until you have completed 30 days in a row without missing a single stand up day. Stick with it! Your life is now changing...congratulations again!

**Now that you are moving your vessel...**

**Let's REALLY work on your MIND.**

I hope that somewhere along the way by now, **you've had a good cry**. I write these words to you because I know there is a lot of **pain and agony contained in your heart and soul** - pain and agony from many, many years of being obese. And, especially from the abuse you have taken and endured from others wherever you may have gone. The daily pain of being immobile hurts...I know. The pain of being on the verge, the true precipice of death, is a scary thing. I know. It is scary being where you are...I do know. I was morbidly obese. But, I survived and so can you.

*If you believe in a Creator be sure to look at praying as part of your process. That is because you and I always need help from our Creator.* Your Creator and I are with you. Your family is pulling for you and with you too. You have a team now. *You, our Creator, your family and I are on your Team.*

I am trying very hard to move your heart, your soul, your mind and your spirit. I hope I have succeeded today.

*Don't forget to read your "One Minute Thoughts" everyday until you have each minute's thoughts memorized.* This will "Make it FUN! Each day you will be exercising both your mind and your body.

Together, we are going to make it. Together, we can win this battle of ours. My heart and my soul reach out to you with a deep desire to help you.

Also, I have something for you to look forward to. Beginning next month, after you've completed one month of days of stand-ups and you've "*graduated*" to 2 minute stand-ups, I am going to toss in something that will get you moving even more. You're going to walk out to your mail box and get the mail. Then walk back. How long has it been since you could do that? If you live in an apartment, instead of a house, then we're going to get you out the door for a 100 step walk up your street and back. Then you really will be moving.

**Get Your Mind Right!**

**Getting your mind right!** Getting your mind right now to exercise every day for the rest of your life will help you a lot. You simply *cannot be still* any more. Please trust me and work with me. And, **don't you dare die on me!**

**"Make The Break!"**...that's the T-I-C-K-E-T!  
 CONGRATULATIONS! **You did it!** Now that you've  
*(See Leaving Fat City page 20)*

***Because every member's  
fitness experience  
begins with a phone call...***



# **VOICESCAPES**

***Phone on-hold marketing  
for the fitness industry***

***Sound More Professional***

***Keep Callers Engaged and Motivated***

***Boost Membership and Profit Center Sales***

Since 1998, the fitness industry has relied on VoiceScapes, Inc. for its phone on-hold marketing. We understand the industry and your unique needs. In fact, we were created uniquely to serve the fitness industry.

Helping health and fitness clubs give callers an excellent first impression is our only business.

We don't use contracts or ask you to buy equipment. A five minute phone call gets you started.

To hear a sample message, call:  
**1-800-496-1871**

**1-800-505-5573**

**[www.voicescapes.com](http://www.voicescapes.com)**

Associate Member of



Alliance Partner of Thomas Plummer



## ...Leaving Fat City

continued from page 18

done it, the **SKY is the limit!** Congratulations again! *You have exercised...* maybe for the first time in your life.

Remember this. You took a long, long time to become morbidly obese. And, remember this it will take a long time to get you well... *one minute and one day at a time.*

Apply the two thoughts above to your compilation of thinking that is getting you started today. Remember this also. Getting started is one big key. Sticking to it everyday is another. **DO BOTH!**

### That "TRIGGER POINT" Day!

Remember now and don't forget this. When I weighed 343 pounds and I should have weighed 110 pounds less, I truly had one foot in the grave. I should already have been in the Promised Land by that "Trigger Point" day when I could not easily wipe my own big butt.

You should Smell the Roses today. *Ask your Creator for continued life.* Tell him you want **OUT** of the obese life! Tell him *you will do the work to get out.* Let this *very day* be your "**Independence Day!**"

### Summary of

#### "You've GOTTA MAKE The BREAK!

My hope is to be able to help millions of overweight, obese and morbidly obese people to change their minds now and save their own lives. My hope is also to help millions of you who are obese, meaning 31 pounds or more over your ideal weight, to begin your change, your return to "normal" by reversing your lifestyle.

My hope is that if are overweight just 30 pounds or less, to get your potentially really big butt moving now and make changes to your lifestyle **now**, so that *you do not gain more fat and become obese in the future.* That can happen by you making changes as soon as you finish this book today. Finish the book as soon as you can. But, whenever you decide to put this book down for a break, **I URGE YOU to get up and take a walk right away.** *Get your butt moving, moving, moving! You will NEVER regret it!*

**In all cases,** I hope and pray to be able to help you escape from letting extra fat lower the quality of your life, a life that is currently held back from *true greatness* and *excellence* by being in an overweight or obese *vessel for your soul.*

I know too that being overweight and obese puts tremendous social and nowadays, even work pressures, on millions and millions. I also know we all can work on this together and change this situation with overweight and obese all across America the Beautiful!

I will help you "**Train YOUR Minds to Train YOUR Bodies!**" I will **TEACH** and help *you FIND* the **WAY.** I will help **MOTIVATE YOU.** I will **HELP** all of you great Americans, and people everywhere to "**Smell-the-Roses**".

YOU and I can DO THIS. We can do it through your reading of this book entirely and permanently adopting the **Leaving FAT City mindset for a lifestyle of proper nutrition and regular moderate exercise.**

**YOUR results** will be that all aspects of your personal quality of life will be **vastly improved.** I have prayed for years while composing this book that **YOU** do receive the degree of impact on your mind and results from reading and applying what you learn in this book to make **YOUR New Life!**

**All aspects of your life...**every single one, including **how good your sex life is** and **how much money you make every year...**may be improved and changed dramatically from reading Leaving FAT City and adopting this mindset chronicled in these pages.

After you have read this book...it will **TRULY** be all up to **YOU** to use what you learn to make changes in your habits and your permanent lifestyle. Those changes can someday be like **GOLD** to you.

**These first two chapters of Leaving FAT City have given you part of that GOLD. It has not been converted to a USABLE form yet. Only YOU can convert my Leaving FAT City mindset into GOLD for your New Life.**

**I Hereby CHALLENGE You To GO For The GOLD!  
 God Bless You All, and God Bless America!**

## Chapter Three: Moms and Dads of America Consider Your Children!



**America has a huge challenge on its hands. That challenge is the financial survival of our country from the looming healthcare crisis that is on the horizon due to the many obesity related diseases.**

Obesity and the long list of downstream diseases it causes are on a *fast track* to destroy America financially due to huge and out of control health care costs.

*This is not a hysterical statement.* This is a statement supported by *facts.* *Facts provided in this*

*chapter.*

**196 million Americans are either overweight (30 pounds or less over ideal weight) or obese (31 or more pounds over).**

**Financial destruction of America could someday be the result of the failure and bankruptcy of thousands of corporations and small businesses and individuals due to out of control healthcare costs.**

America is on an obesity growth track that if left unchecked is predicted to crumble the United States economy due to out-of-control healthcare costs. Ever-rising healthcare costs have been *constantly moving upward for decades.*

Healthcare costs for all Americans have risen in direct correlation to the increase in America's ever increasing rate of obesity.

The 196 million Americans are not responding to the constant media barrage regarding this matter. The currently just overweight segment is now the **prime segment of the U.S. population** that are most likely to grow their over fat bodies to become obese.

### Moms and Dads of America

#### Consider Your Children!

**I write here: "Moms and Dads of America consider your children!" for good reason.**

*My reason is that IF your kids are overweight or obese and it is not heredity-related then you very likely had the ability to control the problem. Having that ability and using it are two different things, however.*

*I do acknowledge here that you cannot control your own heredity. Heredity plays into overweight and obesity issues big-time. You pass on the genes you get from your parents to your children. Heredity hurt me.*

*But, if you have inherited obesity genes from your mom and dad you should be very alert in your mind now that you are raising your children. You should build in your home a core lifestyle of very good nutrition and regular exercise habits while your children are still toddlers. Build in the proper habits early rather than too late! This period in their lives may well be the only chance your kids have of growing up without being overweight. In turn, it may be the only chance in their lives to become healthy adults over the long haul.*

*I know that all Moms and Dads want the best for their children.* It is purely and deeply in our nature as parents. I think Moms of America still tend to set *the tone and the habits* for proper nutrition in American homes. I think Dads of America weigh in more on the exercise side for kids, especially boys. Ideally, both parents will have significant influence on both the exercise habits and nutrition habits of their children.

Good exercise and nutritional habits rooted  
*(See Leaving Fat City page 22)*

# Since you need insurance, why not **SAVE MONEY** and have **PEACE of MIND?**

“ Ken Reinig and Association Insurance Group have provided us with excellent insurance protection for our clubs for over ten years. We started with Ken because he saved us money and we stay with his company because their service is the best we have ever experienced. Owning three clubs is enough of a challenge without having to worry about insurance. Using Association Insurance Group has been one of the best business decisions we have ever made. ”

*Mark and Karen Steinfield*

Gold's Gyms of Howell, Point Pleasant, and Long Branch



If You Would Like to Save Money Now and Have Peace of Mind that Your Club Is Properly Insured Call 800.985.2021 ext 10 or For A No Obligation Quote go to [www.clubinsurance.com](http://www.clubinsurance.com).



**Association Insurance Group**

**...Leaving Fat City**

continued from page 20

in both Mom and Dad are almost surely going to pass on to the kids.

Bad exercise (meaning none or little) and bad nutritional habits by Mom and Dad will surely be handed down to their children. Both parents set the *tone* and the *habits* for the *lack of exercise and lack of proper nutrition for their kids*.

In America today, many Moms and Dads both have full time jobs and earn money to support the home, their other needs and their futures. That is a snapshot of American society now. The societal changes in America over the past 50 years have put both parents of many families at work all day. 50 years ago my beloved mom was at home with 3

boys. So were many more millions of moms. That was our society then. My dad brought the money into our home. My mom stayed at home and made our home a great home for my dad and us kids. Now millions of parents must both work or in many cases both choose to work as personal preference instead of mom being a stay-at-home-mom.

**Commuting Causes Extra Weight**

First, walk to work if possible. But, I know millions of you must commute back and forth to work. Many of you spend literally hours commuting each day to and from work.

I think commuting by car in America produces overweight or obese Americans two ways:

1. Commuting, I believe, often leaves both

parents exhausted when they step into their home each night.

I am convinced that for millions commuting is a major deterrent to the establishment of and maintenance of a regular exercise program. Therefore, I also believe that America's commuting society is vastly more likely to be overweight or obese than the rest of American society, particularly the urban society in New York City, Chicago and other major cities where many both live and work downtown. Most are able to walk to work.

I think millions of good folks, if they worked at home like I have for 13 years now, would establish a program of regular exercise and stick to it. I also think that would directly increase the potential for their children to be engaged in regular exercise by being involved in more outdoor activities and sports. Thus, there is a greater probability their children would not become overweight or obese early on.

- Imagine if all of a sudden millions of Americans had an extra one to two hours in their day that they did not have to spend in a car before and after work. Is there not a very high probability that a portion of those one to two hours per day, say at least ½ hour to 1 hour a day, would and could end up being used for regular exercise?

2. Exhaustion from commuting 10 times a week. That then results in poor nutritional choices at both ends of the day by both parents for themselves and their children. And, no exercise! So, many gain weight.

I am convinced that for millions commuting is a major deterrent to the establishment and maintenance of proper nutrition in the home. It also inhibits millions from developing a habit of exercise.

- Imagine if all of a sudden millions of Americans had an extra two hours in their day that they did not have to spend in a car before and after work. Would there not also be a high probability that less fast food would be replaced with nutritionally balanced, properly prepared meals at home?

**A Proposal to the U.S. Government and all of America's Corporations and Businesses.**

I set forth this proposal for the U.S. Government and its law makers and all of America's giant corporations and small businesses alike to consider. The proposal is that they each begin today to investigate the shifting of a significant portion, *for starters, 25% of their entire workforce* from working in an expensive-to-get-to, rent, heat and cool office environment, to **working in a home office environment. There the worker would perform the same duties** on their home office phone, computer, internet and fax. The U.S. Mail goes to the home so that would be covered too.

The world of cyberspace we live in would make my idea a very real possibility for millions and  
*(See Leaving Fat City page 24)*

**Stop sitting. Feel better. Be healthier. Start NuStepping.**

The NuStep TRS 4000 recumbent cross trainer delivers a full-body workout that promotes and maintains optimal health for people of all ages and physical conditions.



To learn more about how NuStep transforms lives, call 1-800-322-2209 or visit [www.nustep.com](http://www.nustep.com) to order a free, informational DVD.




# We convert your membership contracts into

For many years our clients have told us our people and systems are great. And what they appreciate most is getting their customers' money up front. Give us a few minutes on the phone or visit our website to find out how we can increase your cash flow.

# CASH!



*Providing tomorrow's revenue – today!*

800.735.FAIR (3247) ■ [www.fairfinance.com](http://www.fairfinance.com)

# Staff Training Available

# 24/7

## Key features of the Club Performance Program

- Over 100 Lessons available
- Sales training
- Customer service training
- Management/Supervisor/Leadership Training
- Human resource topics
- Testing and employee reports
- Option to create your club's own private label Learning Center and add custom lessons



*"A well trained, member oriented staff is critical to differentiating your club in today's competitive market."*

— Gerry Faust, Consultant to the Club Industry

**Club Performance Network**  
**1-866-850-2582**  
[www.clubperformance.org](http://www.clubperformance.org)

## What are the benefits of e-Learning for clubs?

- Online training of employees over the Internet
- A low cost, efficient way to train your staff
- Easy access training 24/7
- Improve knowledge and skills of managers & staff
- Employees learn in real time, at their own pace, in their own space
- Training customized for the club industry by industry experts and nationally recognized business leaders
- No cost of consultants, work time loss or travel expenses to conventions

## ...Leaving Fat City

continued from page 22

millions of office workers across America!

One problem solved, a mass reduction of America's auto commuting population, would soon begin to solve two others, 1 and 2 below.

1. This move by America's corporations would immediately begin to ease the "supply and demand" which will continue to increase gas prices because of China and India, thus driving higher cost of gasoline. Gas prices would dive!

2. The removal of millions of commuters from America's highways would free them to live much better, more productive work lives, to "Smell the Roses" a little bit and exercise regularly. And, to have the time and take it to shop for more vegetables, fruits, grains, fish and other properly balanced food products. It would give America's Moms and Dads more time to properly prepare it.

In my industry we call this: "Outside The Box Thinking." Certainly this phrase "outside the box" has two meanings here: 1) outside the office box and 2) outside the "box" corporate America essentially requires millions and millions of workers to be captive in. That box: cars, suburban vehicles,

**JLR Associates announces  
the placement of**

**Scott Salmon  
General Manager  
Clay Fitness Club**

*Whether you are seeking employment or are in need of qualified candidates to fill your vacancy, JLR Associates can meet your needs. We specialize in executive recruitment for the fitness, health and wellness industry.*

**For all your employment needs,  
contact JLR Associates!**

**Jeff Randall  
(781) 251-0094  
jr@jlrassoc.com**

www.jlrassoc.com



trucks, etc.

The realm where such thinking I have presented here would have to start is in two places and *both* would benefit:

#1 - Benefactor - **The U.S. Government** - boom - there would be a literal one, two, three winning punch thrown for America:

1. Ease America's fuel and energy crisis;  
 2. Begin the slow down and someday reversal of the health care crisis looming from obesity because literally millions and millions of commuters who have switched to working at home would have the chance to finally build exercise into their lives and eat properly. What an absolute blessing that would be for them. I feel for them. And, frankly I just simply do not and cannot comprehend the bravery and guts it takes every American auto commuter to do what they do every day for the sake of a job. I don't give a doggone how much money they make. How can that daily agony be worth it, I ask?

3. The U.S. government would receive huge additional tax revenues from corporations from their increased profits attributable to:

a) Less office space cost would surely flow to Corporate America and small businesses bottom line. This would undoubtedly provide the U.S. Government with much greater tax revenues.

b) More and better employee work productivity would begin to happen for two reasons: 1) the employees would be much healthier, miss less workdays and have far more work energy because of not being exhausted from commuting; and 2) they actually could finally exercise regularly every day of their lives and eat well.

#2 - Benefactor - **America's corporations and Small Businesses** - boom...they would save billions on office rents and costs across this country. Also, their employees would be much more productive because they would not be as exhausted from commuting. They would be much more energized by their own personal fitness lifestyle. That would in turn energize them and they would be more productive when working at home.

**This is a societal sea change for America  
I am writing about here.**

This is a societal sea change. If it was started today by all Chairmen and CEO's of America's big corporations and by the U.S. Government and by its duly elected leaders by providing tax incentives for corporations who move 25% or more of their operations performed by auto commuting home workers to home offices, it would make America a different place...and relatively quickly, too.

**Back to the Real America.**

But, *since* we have to deal with the **Real America**, the America that is mired "inside the box" this observer believes that *what* happens before the

parent may go to the grocery store for food for the family is *crucial*.

How many moms or dads take the easy way out for food for their family nutrition because they are already exhausted from commuting? **The easy way out in America is fast food.** Their decision is: *Do I turn into the fried chicken driveway or not?* How often do you feed your family fried food?

Okay, then a strong-willed mom or dad can resist the temptation to stop at the fried chicken store. Instead, mom or dad may head to the grocery store if food is needed for dinner and other meals.

Then the parent faces *another critical American decision*: **What should I buy in the grocery store?**

**To this American observer what happens when the parent makes the decision to buy fast food or not, what happens in the grocery store (when the fast food was passed up), becomes the question: what kind of food is purchased in the grocery store? Then mom or dad heads home to the kitchen and the question then becomes how will the food be prepared when it reaches the home's kitchen?**

**So, here are 3 decisions. All 3 must be made correctly so America's nutrition is improved and our battle against obesity may be won. All are keys to better nutrition in the future for America's families. .**

What I mean is this: Either mom or dad or one of the oldest children in the family can go to the grocery store to buy groceries.

**WHAT** is purchased in the grocery store is one of 3 big questions and 3 big keys to better American nutrition.

**POOR AMERICAN NUTRITION choices that will produce overweight and obese families**

Do you buy sugar-loaded, zero real nutrition foods such as ice cream, cookies, chips, cake, chips, dip, butter, candy and chocolate syrup? Do you buy white bread? Do you buy chicken with the skin on it and  fry it with the skin on it? Do you buy Coca Cola or Diet Coke a lot? Do you buy whole milk? Do you buy lots of red meat? Do you buy lots of potatoes? Do you ever buy fish, if so, do you  fry it? Do you buy cooking lard in a can? Do you buy lots of eggs? Do you buy lots of beer, not Lite beer?

**GOOD AMERICAN NUTRITION choices that will produce families that are not overweight or obese.**

Do you buy zero sugar-loaded sweet stuff, zero Coca Cola, Pepsi Cola, or Dr. Pepper and even zero diet coke or Diet Pepsi or Diet Dr. Pepper? Do you buy lots of vegetables? Do you buy lots of fruit? Do you buy lots of whole grain cereals without sugar coatings? Do you buy 2% low-fat milk or 1% skim milk? Do you spend a little more to buy special 4% fat hamburger meat? Do you buy bottled water in  
*(See Leaving Fat City page 26)*

# The Club Experts

## Your one stop solution for:

- Selected as one of the “*Best of the Best*” club consultants!
- Membership Sales Increase Solutions!
- “Proprietary”, Proven Personal Training Programs!
- Proven “EasyZone” Weight Loss & Nutrition Plan
- Extensive experience in club franchise development!
- Experts in advising potential & current franchisees!
- “Incomparable” equipment vendor product and pricing solutions!
- Unparalleled expertise finding solutions for any/all club problem areas!
- Over 100 years combined successful club experience!
- Experience with over 1000 clubs worldwide!

- ☑ *No nonsense*
- ☑ *Hands-on*
- ☑ *In the trenches*
- ☑ *Action-oriented*



John M. Brown  
President, PCM, Inc

Call today for a **FREE**  
Professional Club Analysis  
**281-894-7909**  
www.clubexperts.com



Success Partners with “Easy Zone”  
Weight Loss & Nutrition Plan



## Promotional Branding Tools Through Direct Importing

Do you want to...

- ▶ dramatically increase your “top-of-mind” brand awareness?
- ▶ create a buddy referral tool at point of sale?
- ▶ reap the benefits of hundreds or thousands of “walking billboards”?
- ▶ say “thank you” to long-time members?

Call for info on ActiveXL Promotions’ loaded customized backpacks and additional logoed promo items.

CUSTOMIZED BACKPACKS WITH CHOICE OF ACCESSORIES



PRICES AS LOW  
AS **\$8.75 PER**  
LOADED BACKPACK!  
(includes cap, water bottle,  
and headphone)  
(F.O.B. China)



**ACTIVE XL**  
PROMOTIONS  
1-866-952-2848 [activexl.com](http://activexl.com)  
Standard production/delivery time: 12 weeks

**...Leaving Fat City**

continued from page 24

a large container you can put into your refrigerator for your kids to get a quick drink, instead of soda? Do you buy whole grain breads? Do you buy lots of fish? How about chicken that has had the skin removed? If you buy red meat, do you select cuts with as little fat as possible?

**WHAT** you buy is what your family eats. If I write here and tell you that the Poor Nutrition paragraph list is full of bad things for your family that will be much more likely to make your family overweight and ultimately obese and you should reduce or eliminate as many of those items from your family diet as you possibly can, would you ignore that advice? Or, would you seek to change your family nutritional habits to help give your husband and children healthier bodies and minds? Maybe even save their lives one day?

**HOW** the food is regularly prepared in the homes of America is the second and also a very important and key factor for proper nutrition for your family. Do you regularly and often  fry  your meats or

chicken in their own grease for your family? Do you serve lots of potatoes and gravy made from flour and grease of cooked meat? Do you cook a lot of sweet desserts like cakes and cookies? Do you cook with lard from a can or use non-vegetable oil products to cook?

**Moms and Dads, the nutritional purchasing habits and the preparation decisions you make for yourself and your kids play a large role in whether you or your children are overweight or obese or not.**

These few paragraphs above can help change America's future if you will ask yourself these important questions. And, if you're answers all add up to an overweight or obese family, you may be saying something like this right now: "Hmmm, I never have thought it about it this way before."

If you are saying that to yourself right this moment...then your author here has done his job well.

That is what this book is all about - stimulating and training your minds to think differently. Asking questions. Providing studied answers. Providing good, sound studied reasons for change. Providing ideas for change. Stimulating your MIND to change and seek a New Life, a better life.

There are only **three factors** that determine whether your family is overweight or obese or not. One of those factors, nutrition, is the easiest to manage and control with the most immediate new result: **PROPER NUTRITION** for the ones you love and cherish. The second, creating a culture and a family HABIT of regular exercise you can also control. The third: heredity...forget about it. But, view it as a red flag for your family.

The **second factor** is: **EXERCISE**. Is it in your family culture and lifestyle to exercise and play sports of some kind regularly or not? Do you realize that you control creating a culture and a family HABIT of regular exercise? Do you realize the true

value and benefits of regular exercise to you and your family?

I know you moms and dads of America do not want your children to be sick. But, no matter whether you like this or not, family exercise and nutritional culture and habits play a huge role in determining whether your children, all of your children, are going to be healthy and have normal body weights for their height... or if your children are going to be overweight or obese and suffer absolute HELL in school.

**The Hell for Some Called...School**

Parents let me mention this before I move on. **Do you good folks truly understand and realize how dastardly cruel other kids can be to overweight or obese kids in elementary, middle and high school?**

Do you realize that if your personal exercise and nutritional habits include no exercise at all and lots of fast foods, poor junk food choices and poor preparation choices you are setting your kids up for **hell, heartache** and **poor school performance** and **unhappiness** because of the cruel ridicule, heartbreaking verbal-if-not-physical abuse from other kids in school because they are wearing FAT coats of an extra 30 or 40 or 50 pounds?

Do you think that if your kid or kids grow up all their young lives being overweight or obese that they are going to **"get a fair shake"** in job competition? Do you realize that your **overweight or obese** child who grows up that way will have an **awful time** getting a good paying job out of high school or college because the people in America doing the **hiring will** discriminate against your overweight or obese offspring in their hiring practices across America?

*Think of it this way.* Let's say your kid grew up, graduated from high school or college,

*(See Leaving Fat City page 28)*

**A Message from Fitness Management & Consulting...**

When The Going Gets TOUGH The Smart Get Help™

Frustrated by mounting competitive pressure and nagging productivity concerns, clubs are reexamining their fundamental approaches.

To make money owning a health club, the most important knowledge you need is not about fitness itself, but sales and marketing. How to get new members and how to keep them happy.

Health clubs are facing the most challenging times ever. The largest single factor which will be responsible for chipping away at your revenue is fierce competition.

Your income is most likely not what you expected it would be at this time.

Maybe you're getting an occasional referral or getting a few people in here and there from your ads. But the bottom line is you cannot build or maintain a successful health club that way.

Club owners are realizing that correct business planning along with proven sales and marketing can help shorten the distance between themselves and their goals. By combining business savvy and health club experience, Fitness Management and Jim Thomas can offer strategic solutions that can help drive your club forward. Our techniques have already improved company performance in club after club. Jim Thomas may be reached at 800-929-2898, jthomas@fmconsulting.net or www.fmconsulting.net.



**Jim Thomas**

**CLUB BROKER**

**"I specialize in selling clubs"**

Todd D. Lipton

**480-821-8993**

**HealthClubBroker.com**



**Roundtables for Executives**

*the Club Owner's Edge in Work and Life*



**BROCHURE & INFO at:**

858/829-1615 or  
www.REXonline.org

Will Phillips  
Founder and Chair

Ready for a REX Roundtable? Serious growth and deep learning?  
Chat with Will by phone or call to meet Will at IHRSA.

**REX CHAIRS EIGHT CLUB ROUNDTABLES.**  
Average annual growth of Roundtable Members,  
**18%** per year over a decade!

New Roundtables forming on West Coast,  
Mid West and Long Is., NYC and N. NJ. APPLY NOW!

# OPTIMAL DESIGN

## SYSTEMS INTERNATIONAL

**“One of the World’s Leading Design Firms in the Fitness Industry”**

### Interior Design + Renovations + Consulting

Optimal Design is known for "profit designing". We have the ability to create beautiful and exciting award winning facilities that increase sales and retention yet are inexpensive to build. This results in more revenue, less debt and therefore more profits. We have created approximately \$400 million dollars worth of facilities in 45 states and 25 countries. ODSI is associated with Optimal Fitness Systems International, the world's leading consulting firm specializing in club start-ups and therefore we understand club marketing, sales and operations better than any other design firm. All of this results in the best possible design, stimulating décor and increased profits for your new club or renovation.



Bruce Carter  
brucecarter@bellsouth.net

[optimaldesignsystems.com](http://optimaldesignsystems.com)

Tel: (954) 385-9963  
Fax: (954) 385-6120

Does your advertising send the **right** message?

It's a big job to create advertising that sends the right message, that drives a response and translates into membership sales. For over two decades, Susan K. Bailey has been passionate about the fitness industry and the hundreds of clubs we serve. We share the belief that belonging to your club can change and enhance lives. That's what drives us to produce effective advertising, delivered on time, on target and on budget with an unmatched level of personal service from start to finish.



**One hot biker chick.**

Send the right message. Visit [www.clubads.com](http://www.clubads.com)

**susan K bailey**  
Advertising

**1.888.349.4594**

Advertising that works out

*Serving North America, the United Kingdom, Australia, New Zealand, and beyond.*

**...Leaving Fat City**  
continued from page 26

but was overweight or obese? Suppose he ends up competing with another recent high school or college graduate for a single job right out of school. Suppose both kids are equally qualified and have the same education. Which high school or college graduate do you think the company is going to hire out of the two? I will tell you which one...**the one that is NOT FAT!**

Have you as parents looked at the size of your kids lately or even weighed them lately? Do you parents realize that if your kids are overweight and obese, you most likely can help avoid that even if you and your kids DQ have the heredity strike against you? Do you parents realize that if your kids are overweight or obese, they truly are not the way our Creator intended for them to be? That is because our Creator also gave us exercise and good food.

**If you and your children are overweight or obese,**

**I have an exercise for your CONSCIENCE here.**

Can you, as a parent who loves and adores your kids, like I love mine, look at yourself in the mirror and read this:

"One big reason I am personally overweight /obese and my kids are overweight/obese is that I regularly and too often buy fast foods to feed my family instead of buying good food and cooking it properly for them. And, I do not exercise at all. When I do go to the grocery store, I buy more nutritionally-useless junk food, such as ice cream, cookies, chips, dip, Coca Cola, chocolate syrup for us than I buy *real food* such as lots of different vegetables, fruits, fish and chicken stripped of its fat. And then, when I go home and cook dinner, I cook by *frying the meat or chicken or fish* in lard from a can or in grease from right out of the meat, I load on the butter and then, on top of all that fatty, unhealthy food, I serve a desert that will take my kids 3 days to burn off the calories from? I now realize that I am doing the same wrong things for my family nutritionally that I am doing for myself and I must change." **CAN YOU SAY THIS PRIVATELY TO YOURSELF? Try it. Just do it and see how you feel then!**

**I hope you parents that are overweight or obese and have raised children that are just like you are, are not mad at me for bringing all of this to your attention. Our Creator made me do it. This is a "Tough Love" book. I rest my case. NO...I'd better continue.**

**This is a national epidemic folks!**

**I want to appeal to the Moms and Dads of America. I urge you to:**

**1. Reject fast foods for your families.** Fast food consumption by children and adults is the single greatest contributor to American obesity when combined with sedentary (not moving) lifestyles.

The *primary potential warriors* who can truly change our **society's habit of buying fast foods are: the Moms and Dads of America.**

**2. Return to America's grocery stores in mass.** Begin to buy from the GOOD food list just shown in this book for your families. Stop buying from the BAD JUNK food list! Buy more vegetables, fruits, grain breads, fish, low-fat or skim milk, grain cereals without sugar and other healthy foods for your families. Then begin to prepare many more meals at home and learn how to feed your families without using any lard or animal fat oils to cook.

This is **NOT** a drill! This is **NOT** a false alarm. This is **NOT** a joke. This is the **real America we all live in today.**

Obesity has a long list of downstream obesity-related diseases. That list is in the double digits. Don't let your husband or wife and children get these diseases now or later because they eat poorly and have never exercised at all, thus they are overweight or obese!



**NEW NAME! NEW LOOK!  
NEW DELIVERY SYSTEM!**

To celebrate our second decade of bringing marketing insights to the club industry, we've changed and we've improved.

*MarketVision Insights* used to be Friday Reports.

Our Graphics are new. Our Color Is New.

And we now send it to you via email in PDF format every Thursday evening of every week of the year.

Still the same is the 52 weeks of marketing trends translated into recommendations for clubs to use on a regular basis.

Still the same is the low, low price of \$189/year.

As one respected industry leader said "If you only get one idea a year it's still worth more than the yearly cost."

Subscribe now at:

Club MarketVision 212-987-4300  
or email us at mgmtvision@aol.com



For subscriptions to any of these magazines, visit our website at:  
<http://www.fitnessmanagement.com>

For advertising, call your representative today

**CHRIS BALLARD**/Publisher 760 779-0917 chris@fitnessmgmt.com  
**ANDEE BELL** 530 661-7585 andee@fitnessmgmt.com  
**APRIL GREVES** 530 756-6824 april@fitnessmgmt.com

**Go to: [leavingfatcity.com](http://leavingfatcity.com)**  
**For the close of this Chapter Three and the rest of the book for FREE!**

**Chapter Four - My Extra Calorie "DEMONS"... Alcohol and Ice Cream**

**Chapter Five - The Many Benefits of Regular Exercise In Your Quest for a NEW LIFE**

**Chapter Six - YOUR Goal and How You Will Get There...**

**Chapter Seven - America the Beautiful... the Land that WE Love!  
A sea change in America that will make us love her more!**

**Donation of 49% of Book Profits Addendum:  
"Leaving FAT City!" Author Donation by Norm Cates, Jr.**

**Leaving FAT City  
A "Tough Love" Book About Your Mind  
[Order Form for Clubs](#)**

**One Final Thought:  
A Message For All Readers From Norm Cates**

**Author's Profile**

**"Coaching Help" Through the Internet**

## Insuring Your Peace of Mind



Specialized Coverages for the Fitness Industry  
Studios • Health Clubs • Associations

Lower Rates on Property & Liability  
Workers' Compensation and MORE  
Easy Access to Service & Quotes



Apply Online Today!  
**www.fwidirect.com**

866-557-2842

License #OD28716

# “Double our personal training sales???”

“Yeah right, when pigs fly.”



Still using a flip book to sell?

Why is the most important piece of equipment in your club so out-of-date? Visual Fitness Planner (VFP) is an interactive, customized sales system. Our technology combined with your system is guaranteed to increase your profits.

Call or email today to schedule your live demonstration of the Visual Fitness Planner!  
877.837.1212 info@vfp.us www.vfp.us

Norm Cates' **THE Club Insider** NEWS  
**13 Years and Counting!**  
Established 1993

The Club Insider News is Published in Marietta, Georgia. Those wishing to reproduce any portion may do so, provided it is not for resale in other publications. Reprints for commercial use are available by request.

PUBLISHER AND EDITOR - *Norm Cates, Jr.*  
I.T. DIRECTOR AND ASST. EDITOR - *Justin Cates*  
WEBSITE DESIGN - *Justin Cates*  
PRINTING AND MAILING SERVICES - *Walton Press*  
www.waltonpress.com

*The Club Insider News*  
P.O. Box 681241, Marietta GA 30068-0021  
(O) 770-850-8506 (F) 770-933-9698  
Email : clubinsidernews@mindspring.com  
www.clubinsidernews.com

Norm Cates' **THE Club Insider** NEWS  
**INFORMATION REQUEST**

If you would like to receive information from or be contacted by advertisers in this issue just clip or photocopy this form, mark the block(s) of the respective companies, complete the information requested in the blanks and fax to the number shown.

Please mail information to me.  
 Please contact me at the (check one)  phone # below.  
email address: \_\_\_\_\_  
Your Name: \_\_\_\_\_  
Club or Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_  
Zip: \_\_\_\_\_ Phone #: (\_\_\_\_) \_\_\_\_\_  
Fax #: (\_\_\_\_) \_\_\_\_\_

**Club Insider Advertisers**

|                                                                   |                                           |
|-------------------------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> CheckFree Corp - Pg 2                    | Fax#:(678) 375-3304                       |
| <input type="checkbox"/> Affiliated Acceptance - Pg 9             | Fax#:(573) 374-9972                       |
| <input type="checkbox"/> Sales Makers - Pg 7                      | Fax#:(845)736-0508                        |
| <input type="checkbox"/> Springfield Corp                         | Fax#:(770) 729-0995                       |
| <input type="checkbox"/> Body Training Systems/Podfitness - Pg 31 | Fax#:(770)989-4710                        |
| <input type="checkbox"/> National Gym Supply - Pg 13              | Fax#:(310) 280-0937                       |
| <input type="checkbox"/> Market Vision Insights - Pg 28           | Fax#:(212) 987-4227                       |
| <input type="checkbox"/> ABC Financial Services - P 11            | Fax#:(501) 992-0851                       |
| <input type="checkbox"/> Visual Fitness Planner - Pg 5 & 29       | Fax#:(877) 616-1681                       |
| <input type="checkbox"/> InTek Strength                           | Fax#:(618) 988-1313                       |
| <input type="checkbox"/> Thomas Plummer Company - Pg 15           | Fax#:(508) 833-3074                       |
| <input type="checkbox"/> Professional Club Management - Pg 25     | Fax#:(281) 894-1235                       |
| <input type="checkbox"/> Club Performance Network - Pg 23         | www.clubperformance.org                   |
| <input type="checkbox"/> Active XL Promotions - Pg 25             | Fax#:(770) 350-8912                       |
| <input type="checkbox"/> Kids PACE Express - Pg 7                 | www.kidspacexpress.com                    |
| <input type="checkbox"/> MarketMyClub.com - Pg 5                  | www.marketmyclub.com                      |
| <input type="checkbox"/> JLR Associates - Pg 24                   | jr@jlrassoc.com                           |
| <input type="checkbox"/> Blends-4-You - Pg 17                     | Fax#:(805) 367-8288                       |
| <input type="checkbox"/> Fitness Management & Consulting - Pg 26  | Fax#:(214) 292-9553                       |
| <input type="checkbox"/> Fair Finance - Pg 23                     | Fax#:(866) 329-3247                       |
| <input type="checkbox"/> Susan K. Bailey Advertising - Pg 27      | Fax#:(613)969.1836                        |
| <input type="checkbox"/> Green Maple Wellness Comm. Pg-32         | shawn@fitdv.com                           |
| <input type="checkbox"/> Club Broker - Pg 26                      | Fax#:(480)821-8993                        |
| <input type="checkbox"/> REX Roundtables - Pg 26                  | www.rexonline.org                         |
| <input type="checkbox"/> Club Industry Consulting                 | steve_tharrett@hotmail.com                |
| <input type="checkbox"/> Leaving FAT City - the book              | normcates@leavingfatcity.com              |
| <input type="checkbox"/> VoiceScapes - Pg 19                      | marc@voicescapes.com                      |
| <input type="checkbox"/> Association Insurance Group - Pg 21      | Fax#:(303)985-1248                        |
| <input type="checkbox"/> Leaving FAT City                         | www.leavingfatcity.com Fax#:(770)933-9698 |
| <input type="checkbox"/> Optimal Design Systems Intl. Pg - 27     | Fax#:(954) 385-6120                       |
| <input type="checkbox"/> NuStep Company - Pg 22                   | Fax#:(734) 769-8180                       |
| <input type="checkbox"/> Fitness & Wellness Ins-Pg 29             | info@fitnessandwellness.com               |

Norm Cates' **THE Club Insider** NEWS  
**13 Years and Counting!**  
Subscribe Today!

Here is Why:  
-Norm's Notes With The Latest Industry News First  
-Great Articles To Help Improve Your Club's Profit  
-Tell-It-Like-It-Is Editorials

Name: \_\_\_\_\_  
Attach List for Additional Subscriptions  
Club Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_

\$89 (U.S.) - 12 Issues (Includes Canada)  
 \$119 (U.S.) - 18 Issues (Includes Canada)  
 \$199 (U.S.) - International (One Year)  
 Check Enclosed or  Charge To:  
 M.C.  Visa  AMEX  Discover

Card# \_\_\_\_\_ EXP: \_\_\_\_/\_\_\_\_/\_\_\_\_

*The Club Insider News*  
P.O. Box 681241, Marietta GA 30068-0021  
(O) 770-850-8506 (F) 770-933-9698  
Email : clubinsidernews@mindspring.com  
www.clubinsidernews.com

**Sincere Thanks, Gratitude and Appreciation to:**  
All who have advertised, purchased subscriptions and pitched in as Contributing Authors.  
We've now published 150 monthly editions.  
*ALL* of you are on the "Team" that *makes* CLUB INSIDER.  
We will be grateful to you forever.  
We appreciate and LOVE you.  
Very sincerely, Norm Cates, Jr.

**Go To:**  
**www.leavingfatcity.com**

# Get your piece of the **Pod.**



The world's first customized audio workouts for your members. With over 42 million iPod® users, your club can be at the front of this consumer craze.

Find out today how you can be an official **podfitness** facility!



## Podfitness.com™

Your Music. Your Workout. Your Way.



Log on to **BodyTrainingSystems.com**  
email > [pod@bodytrainingsystems.com](mailto:pod@bodytrainingsystems.com)



# We help you see the **club** for the **trees**

**Generate** more qualified **leads**

Close more **sales**

**Retain** more **members**

If someone can't see the wood for the trees, it means they get so caught up in the day-to-day that they fail to grasp the bigger picture — let alone **profit** from it.

Discover why **Greenmaple Wellness** is such a valuable, powerful tool for club owners. We help you and your staff easily implement highly effective strategies that will **continuously improve** your club's performance.

Our 'soft' approach is fully customizable to your club and its marketing or promotions. Our **online** health and wellness **magazine** connects seamlessly from your club's website to **entertain** members and **enrich** the club experience. Our **new communications** package offers a **friendly** way to reach out to prospects and members directly with a welcome, **cost-efficient** alternative to traditional marketing.

To see how it works, visit us online or call:



**Greenmaple**WELLNESS  
COMMUNICATIONS

1-888-355-1055 [www.greenmaplewellness.com](http://www.greenmaplewellness.com)

A new name for the company that brought you **FitDV**

