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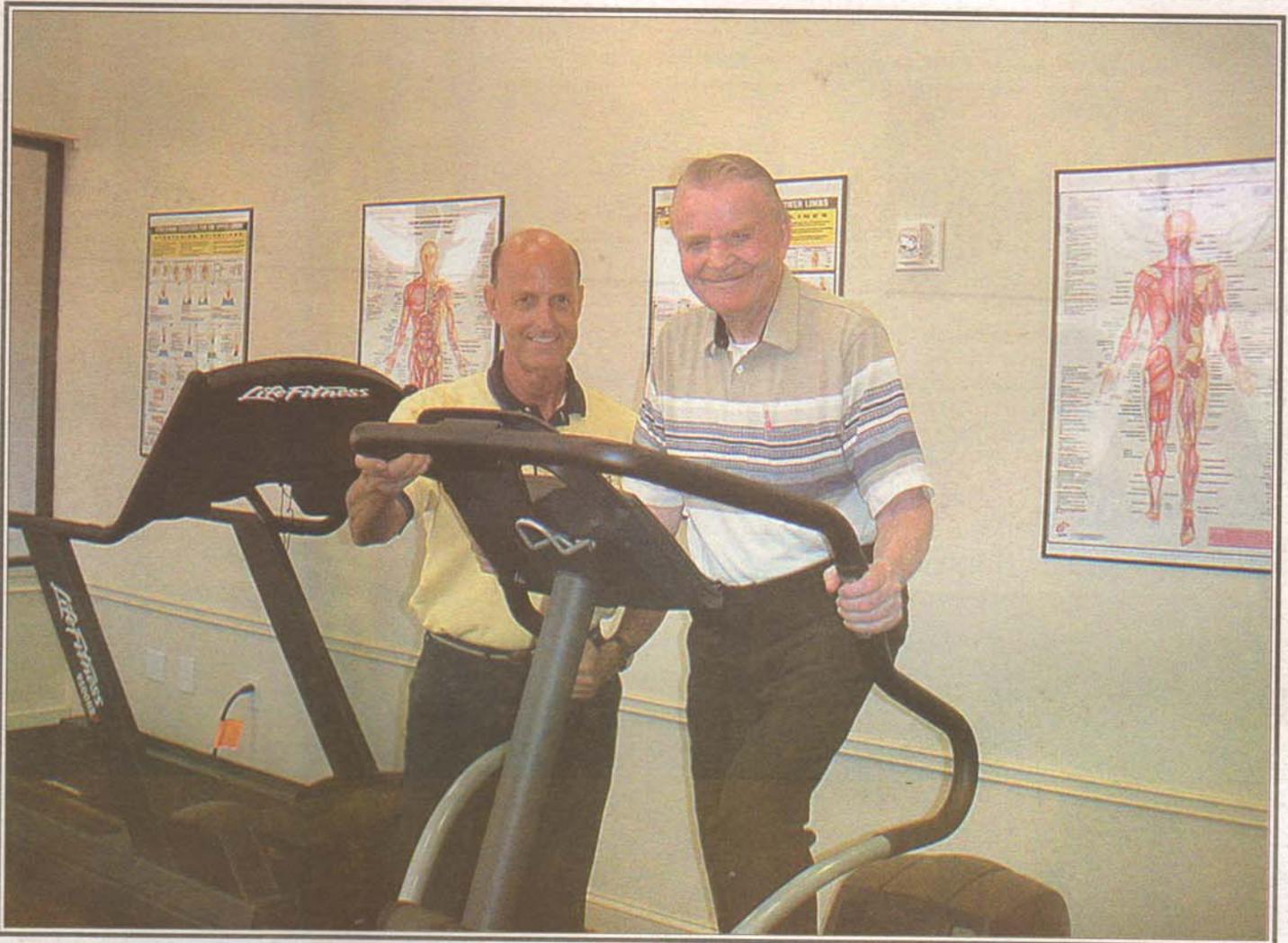
Norm Cates'

THE Club Insider

NEWS

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

SEPTEMBER 2002
VOLUME 9 NUMBER 9



David Lahait (L) and Dale Dibble

Avoiding The "Geriatric Ward" What Is The Club Industry To Do?

How Can We Tap The Vast 50+, 60+, 70+, 80+ Market?

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THE Club Insider

NEWS

Avoiding The "Geriatric Ward" – What Is The Club Industry To Do?

How Can We Tap The Vast 50+, 60+, 70+, 80+ Market?

By: Norm Cates, Jr.

Part 1

Here in Atlanta where I've lived for some 30 years, I have a group of great friends that I meet every Wednesday evening for fun, conversation and adult beverages (for them) These are some of the 'great characters of Atlanta' and they are really a group of 'good 'ol boys.' We've gathered every Wednesday evening for over 25 years now.

Not long ago our group was gathered at our spot, Padriac's Bar and Grill. There were maybe 10 or 11 of us there at the time. Padriac's is a tony little bar/restaurant located in an

area of Northwest Atlanta called Vinings. This place packs in the babes. Our crew of pals are an average age of 55, but we do have a few in their early 60's. But, we've never let a little thing like age keep us from having a good time.

We were gathered just inside the front door where we always have four tables pulled together by our pal and bossman for this weekly gig, Wayne "Harpo" – "Shakin the Bush Boss" - Padgett. Later in the evening a young '30-something' fellow accompanied by two drop-dead gorgeous young hot bodies, asked if they could have the vacant seats at the end of our tables. Realizing that our pals had departed for the evening and always seeking new companionship, I imme-

diately said, "O.K." So, the girls were seated and I and my pals went on about our business of having fun and seeing the sites. A few minutes later I just happened to tune into the conversation the young man was having with the young ladies. Probably thinking that I was hard of hearing, he said something to them that I shall remember for the rest of my life. He said, "This place used to really be great until this 'Geriatric Ward' started coming in here!" (As he gestured toward us.)

So, why am I sharing this story with you? I'll tell you why. It is because it illustrates the vast difference between the '30-something' market that the North American Health Club owners still aggressively pursue

and the 50+ people of the world. The young man made that comment for one reason only. That was because to that young man, who I am sure was in his late 20's or early 30's, we are old. And, while my pals and I feel just as young and full of life as we always have, this young whipper snapper views us as escapees from an 'old folks home!'

It says here that the health club membership target of 18 to 35 year olds is interested in the cosmetic world and that is precisely why they join the glitzy chain clubs. Once you get into the 50 years of age group or older, the motivations for joining a health club changes to something more and therefore, what we do to attract the 50+ people must be

changed as well. But, as an industry, we are not making that change quickly or aggressively enough. And, in order to avoid serious business consequences in the future we must get started making that change "as an industry" now.

Change should begin with coming to grips with reality. Bill Pearl, our Cover Story subject last month, in that in-depth interview shared a little "reality" with us. Bill Pearl, "The Father of Modern Bodybuilding" said something to me that really hit home and I reported in our August Cover Story. And, just in case you didn't read that report yet, let me quote Bill Pearl, age 72. Here are excerpts from my in-

(See *Geriatric Ward* Page 6)

USTA CHOOSES ALAN G. SCHWARTZ FOR CHAIRMAN OF THE BOARD, PRESIDENT AND CEO

WHITE PLAINS, N.Y.-The USTA Nominating Committee announced on September 10, 2002 the nomination of Alan G. Schwartz as USTA Chairman of the Board, President and Chief Executive Officer to serve a two-year term from 2003-2004. Schwartz is scheduled to take office January 1, 2003.

Schwartz is currently serving a two-year term as First Vice President of the USTA and has been a member of

USTA Board of Directors for the past eight years.

"As the national governing body of tennis, I feel it is the USTA's responsibility to aggressively promote and develop the growth of tennis," said Schwartz. "Getting more players into the game and keeping them active is the USTA's top priority. We want to bring tennis to everyone from children of every geographic locale and economic strata to seniors who can still enjoy the

competition, fun, sociability and exercise of tennis. I see this as an organizational and personal mission."

Schwartz is Chairman of the Board of Tennis Corporation of America (TCA), the nation's largest owner and operator of indoor tennis facilities in North America, with over 40 clubs. In addition, TCA designs and manages corporate headquarter fitness centers for many of the nation's leading companies, including

McDonald's and General Motors.

A graduate of Yale University, where he was captain of the tennis team, Schwartz received an MBA from Harvard Business School. He holds eight national tennis titles, and has held national rankings as both a junior and senior player.

Schwartz and his wife, Ronnie, have two sons, two daughters, and eight grandchildren.

The United States Tennis Association is the national governing body for the sport of tennis in America and is a non-profit organization with more than 660,000 members. It owns and operates the US Open and selects the teams that compete in Davis Cup, Fed Cup and the Olympic and Paralympic Games. It invests all its resources to promote and develop the growth of tennis, from the grass roots to the professional levels.

24 Hour Fitness Worldwide Inc. Sells Scandinavian Clubs

Strategic Business Move to Fuel Growth of Scandinavian Fitness Clubs

San Francisco, Calif.- 24 Hour

Fitness Worldwide Inc. announced on August 31, 2002, the sale of its Scandinavian business to Nordic Capital, a Stockholm based private equity fund.

The sale of the overseas locations will free 24 Hour

Fitness to pursue a more complete and aggressive North American growth plan, and it is expected that will be the end result of this sale. 24 Hour Fitness has grown to become a \$1 billion club chain even though the chain's North American clubs are located principally West of the Mississippi River. It would not be surprising to see 24 Hour acquire Town Sports International in the Northeast, immediately giving it a huge Eastern U.S. market share. TSI

has been on the market for some time, but there have been no takers to date.

With 129 locations in Scandinavia, Nordic Capital will enjoy the opportunity to help grow the largest chain of fitness centers in Norway, Denmark and Sweden.

"We believe the involvement of a strategic partner such as Nordic Capital, is a tremendous addition to the Scandinavian business," said Mark S. Mastrov, Chairman and CEO of 24 Hour Fitness

Worldwide. "We are confident that Nordic Capital, with its Scandinavian expertise, is the right choice for a successful future in Scandinavia."

Currently, 24 Hour Fitness Worldwide owns and operates 298 clubs in the US in 15 states, 13 clubs in Germany, and 13 clubs in Asia in five countries. 24 Hour Fitness Worldwide has also retained a significant interest in the Scandinavian Clubs.

STAY TUNED.

Inside The Insider

- 50+ Market Interviews With: John McCarthy, Dennis Keiser, Colin Milner, Anthony Slayen, Patricia Weir, Barbara Morris and David Lahait.
- "Spa Insider" – Spa Services For The Mature Market.

● Norm's Notes ●

● **BILL PEARL**, "The Father of Modern Bodybuilding", was honored in Las Vegas on September 12th with the Lifetime Achievement Award, presented by **WALLY BOYKO'S National Fitness Trade Journal**. Also, Bill was there in his capacity as spokesperson for the world's biggest equipment manufacturer, **Life Fitness**. In addition to Bill Pearl and wife **JUDY**, some of the health club industry's real pioneering legends were in attendance. It was my pleasure to sit with **RAY WILSON** and friend, **MARIFAY**, and **BOB DELMONTEQUE** and his wife **MADLINE**, during the awards presentations. Other

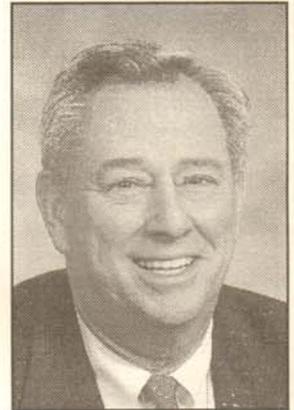
industry legends and previous Lifetime Achievement Award winners in attendance along with 400 others were **RUDY** and **VIRGINIA SMITH**, owners of the Las Vegas Athletic Clubs, **RON HEMELGARN**, club business and auto racing icon and **JERRY KAHN**, industry veteran and character extraordinaire! Also, congratulations to **CHET GROSCKREUTZ**, Vice President of **Ivanko Barbell Co.**, **MARK CLAYTON**, President of **Fitness Equipment Resource**, **KEVIN LAMAR**, President of the **Nautilus Group**, **ED PRYTS**, V.P. of **Cybox International** and **DAVID SANDERSON** of

Precor as they were honored with the **NFTJ's Distinguished Service Awards**. I met a lot of new folks during my 48 hours in Las Vegas and among them, it was my pleasure to meet **HEATHER ROBINSON** of Houston, Texas, **SHAWN** and **SUZANNAH NOONAN**, the Founders and owners of **healthyfix.com** (check out www.healthyfix.com) and their group of **healthyfix.com Nutritional Consultants**. I also really enjoyed meeting and getting to know **Multi-Grip's** Chairman and CEO, **JAE-SON CAYNE** and his lovely wife, **GAIL**, who were sponsors of this event and we thank them for that investment. Jason, as we discussed, your investment will definitely pay off over the long haul! I'll tell you folks, Wally and his wife, **MESHELLE**, really do a terrific job with this annual **NFTJ Conference and Trade Show**. They bring the **Aphelion University** and **BILL NICHTBERGER'S** team and the **World Gym University** and **MIKE URETZ'S** team together for the educational components with expert speakers like **MICHAEL SCOTT SCUDDER** and **RUDY FABIANO**. Let me suggest that you mark your calendar for next year for September 11th, 12th & 13th and make plans to attend this really fun event. The Conference and Trade Show is held all under one roof along with the **Ms. Fitness USA** and

the **Ms. Fitness World** contests. The venue is the terrific **Rio Hotel and Casino**, one of Las Vegas's finest resorts. It is a great opportunity to actually *slow down* and speak to some of the best equipment manufacturers, service providers and vendors in the business. Companies like **Life Fitness**, **Hammer Strength**, **Ivanko Barbells**, **Multi-Grip**, **Aphelion**, **Body Masters**, **Star Trac**, **Nautilus**, **Stair-Master**, **VersaClimber**, **True Fitness**, **Precor**, and many more.

● Speaking of the **Ms. Fitness USA** and **Ms. Fitness World**, congratulations to the winners of **Ms. Fitness USA**: **The WINNER-KAREN ELLIOTT**, Bellevue, WA., 2nd, **SARAH HARDING**, San Diego, CA. 3rd, **NICOLE AVELLINA**, Belmont, N.Y., 4th, **TERESA RUFF-Carmel**, IN. and 5th **TIFFANY YEE-Denver, CO.** Congratulations to the **Ms. Fitness World** winners: **The WINNER-ELSE LAUDALA-Finland**, 2nd, **KAREN ELLIOTT-USA**, 3rd, **SARAH HARDING-USA**, 4th, **MARTYNA RAPP** - Poland & 5th **TERESA RUFF, USA**.

● Very special **CONGRATULATIONS** to **ALAN SCHWARTZ** as he has been named by the **United States Tennis Association** as its incoming **Chairman of the Board, President and CEO**. This honor and challenge could not have been given to a more worthy or better prepared person. **Alan Schwartz** has been a



Alan Schwartz

friend of our industry and a friend of mine for many wonderful years. He is one of a handful of **true heroes** of our business and a **hero of mine**. I've looked up to Alan throughout my 29 year club business career and I wish him the very best as he embarks on his **USTA leadership role in January, 2003**. The game of tennis in general, and the **USTA** organization, in particular, will benefit greatly from his continued service and now his **top level leadership role**. Alan will always have my respect, admiration and appreciation for what he means to us all in our industry. Alan, we're all very proud of you!

● **GARY ALBERT** was a member of several different health clubs a few years back and like millions of other members he didn't really get what he had hoped for the numerous clubs he joined. So, what did he do? He took matters into his own hands and created a new program for member results and satisfaction. You should know about Gary's new program called **ActivTrax** and if the early results are any indicator, **ActivTrax** could be in thousands of clubs in no time flat! I asked Gary to write an introductory article about his experience in clubs and **ActivTrax** and it appears on page #18. **ActivTrax** is also joining **The CLUB INSIDER News** advertiser/sponsor family and his first ad appears on page #19. The **Club Industry Show** is coming up in October in Chicago and Gary will be hosting a **Hospitality Suite** so you can see his innovative (See *Norm's Notes* Page 16)

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Norm Cates' **THE Club Insider**
NEWS

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The Wellness Center at Bentley Village

2000 square feet of fun, fitness and friends!

By: Dale Dibble

If somebody had ever told me I would see 62% of the population of Bentley Village - a classic residence of Hyatt in Naples, Florida with 900 residents, keeping fit by exercising daily at Bentley Village Wellness Center, I would have said "No way"! I am however, one of those 62% keeping fit. Never before in the past 30 years have I been in better shape considering my age. (Age 82)

The day after Thanksgiving, 2000 (almost two years ago) the heart specialist at Cleveland Clinic in Cleveland Ohio gave me just 2 to 4 months to live. I was told after two bypass open heart surgeries 20 years ago, inserted multiple stents and all my natural heart and bypassed veins filled after 20 years, there was nothing more that could be done in way of operations or stents without a very high risk of a stroke or death.

I flew back to Naples, Florida, put my house in order and said to

myself, I am going to pattern myself after Joe Radbill (another resident of Bentley Village) who had a similar blood blockage problem of fatal consequence. Three years later x-rays showed many new capillary veins. Joe did it with exercise, exercise and more exercise.

Yesterday, September 4, 2002, I had my regular 4-month physical checkup at Cleveland Clinic in Naples; FL. Dr. Mitchell told me, "Dale, you have defied all odds. You have developed and are continuing to create new capillary veins. The one thing that is making this happen is your daily exercise regime."

I watch those who keep fit by exercising and those who do not. Fitness makes a big difference in their lifestyle in their later years for almost everyone that exercises regularly. The fit Bentley Village residents are much more dynamic, keener and fun loving. When their time comes to pass away, it tends to be swift and clean - not a lingering or listless life at the end.

As all of us residents

see our friends and ourselves in the twilight of our later years, it becomes very obvious which lifestyle to follow. 62% of us choose the exercise route and related activities with all its fun and vitality.

A bit of history. David Lahait was hired by Bentley Village to set up a prototype Wellness Center 5 years ago and see what he could do to get more Bentley Village residents to exercise. The hope was that fit people would spend less time in the Care Center, not only for their own sake, but financially, since it costs twice as much for Care Center patients compared to the rest of us living in our own apartments.

David had many things going for him. He was a retired teacher/coach and very experienced in the senior fitness industry, having worked for Cedardale Athletic Club in Haverhill, MA. Most important of all - David is a people person.

During David's first week on the job a resident came to David and said, "I don't know why they hired you. It is a waste of money! Very few seniors exercise or will exercise. I know because I am only one of a handful that do."

Well - it didn't work out that way. David was given full authority to buy any equipment he wanted and whatever he wanted to do in the way of programs. Today, in 2000 square feet, Bentley Village has the best fitness equipment on the market including 8 Life-Fitness treadmills, 3 Precor elliptical machines, 3 Nu-Steps, 10 Keiser pneumatic resistance machines, 5 recumbent bikes, 3 concept II rowers, 3 Schwinn bicycles, 1 upper arm cycle ergometer, The Keiser equipment replaces weights,

which are perfect for seniors. When children and grandchildren come to visit, they marvel at the quality of fitness equipment compared to their clubs back home.

David divided the fitness room into three parts - Fitness equipment, Social Center, and Computer Center. What a fun place to come to and what a combination! It is the HUB of this 170 acre Bentley Village campus. For those residents who do not have computers many residents come to set up their own personal e-mail xxx@hotmail.com account. The center has the latest in computers, including the latest thin line monitors, Microsoft XP operating system, and cable high-speed Internet connections. I and other volunteer residents offer help. There are excellent computer classes at Bentley Village with a state of the art auditorium. We have up to 80 residents attending a computer class at one time.

Outside of Bentley Wellness Center is a large pool that provides a great place for swim exercise programs of all kinds 5 days a week. Plus, we have a separate activity room for Tai Chi and Yoga. Programs by Wellness Center Staff are also given at the Care Center and Assisted Living Center.

Now that I know what I know about our lives as we grow older, - overwhelming need for keeping fit like never before in our lifetime and as we reach our last few years - the fun computers can bring to our lives when our physical ability to play tennis or whatever diminishes- I wish I had done the following: I wish I had set up a 2000 square foot space back at Cedardale specifically for seniors copying. I would

copy David Lahait's system. Just think of all the seniors in Haverhill, MA and surrounding towns we could have helped make their twilight years really a pleasure in spite of their aches and pains, as they all grow older.

Until you experience it yourself, you cannot possibly visualize the fun Bentley Village residents are having during our twilight years taking advantage of our remaining physical, mental and social skills.

- Dale Dibble

(Publishers Note: Dale Dibble is maybe the greatest teacher and sharer of knowledge in the history of the health club industry. In 1980, Dale and I and two others, Todd Pulis, Jennifer Michelle and Peter Donahue sat in a meeting arranged by Rick Caro to discuss the idea of bringing together the NTA (National Tennis Association) with the NCCA (National Court Club Association). The result of that meeting was IHRSA. IHRSA now gives an annual award called the DALE DIBBLE Distinguished Service Award and I was honored in March, 2002 as the first recipient of that award. Last March, in Phoenix, the one and only Rudy Smith received it. The health club industry owes Dale Dibble a huge "THANKS" for what he has done and continues to do. In this one writing alone Dale Dibble has set forth a blue print for the prototype wellness /fitness center for the 50+ for decades to come. Not to mention his documentation of how exercise is life saving stuff. His vision combined with the expertise of David Lahait is paying great dividends to the residents of Bentley Village in Naples, Florida. Thanks Dale and Dave!

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50+ Market Special Report

An Interview Contributed By John McCarthy
Executive Director of IHRSA

Q. John, as the highly esteemed Executive Director of IHRSA for nearly 23 years, I want to ask you to roll back in time to when you first started at IHRSA and describe for me what the health, racquet and sportsclub industry was like back in 1981 relative to its focus, or lack thereof, on the 50+ market?

A. In the early 1980's, the Baby-Boomers were then 17 to 34. Everybody had their eyes on that market. No one, except Dennis Keiser, was thinking about the 50+ market.

Q. Share with us where you think we stand as an industry now relative to the 50+ market?

A. Once again, tracking the 'Baby Boomer' market is the key to understanding this. After all, the entrepreneurs of the 1980's were themselves mostly Baby-Boomers, and the market was mostly Baby-Boomers. Today, those entrepreneurs are 20-25 years older, and so is that entire market. Today, in 2002, Baby Boomers are 39 to 56. Every year, that 50+ market swells by 4-5 million! After all, there are more than 70,000,000 Baby-Boomers. Without question, the 50+ market is the industry's fastest-growing mar-

ket, and it will be for the next 5-10 years.

Q. Who, in your view John, are the greatest minds when it comes to the 50+ market and how to penetrate it, and how to serve it?

A. The greatest minds in the 50+ market are, without question, are: Ken Dyckewald, Walter Bortz, Dennis Keiser and Ken Cooper. All four of them have spent the last 25 years studying it.

Q. In your view, if we continue to do for 20 more years what we are doing now relative to the 50+ market, where will we be in the year 2022?

A. If we've learned one thing in the health club market, it's that nobody wants to be marginalized. This is especially true of the 50+ market. They want to be mainstream. They want to look and feel as young as possible. But, as we age, our needs change, and those changing "needs" need to be considered. If my blood pressure is high or my blood sugar is high, I will need a fitness program that is right for that. In short, in the years ahead, we will develop more specialized

programs for more specialized needs.

Q. John, what is the most important message that club owners and operators can get from these interviews, if we are successful at delivering one single, most important idea or concept?

A. To me, the most important thing to realize is that the 50+ market has been, as the saying goes, "around the block" a few times. They know professionalism when they see it. They know good service when they experience it. They know and appreciate great hospitality skills when they see them. They want to be appreciated. They want to be welcomed. Hospitality skills are crucial for anyone and everyone who wants to go after this market.

Q. Who's idea was it and what year did IHRSA team-up with the Keiser Corporation to begin awarding the IHRSA/Keiser 50+ Awards?

A. Dennis Keiser is the leader here. He always has been. He brought us the idea. I don't think we ever implemented the program as well as we could have or should have. None-

theless, all the winners were truly impressive and the videos we did on their programs were inspirational.

Q. John, if you could just snap your fingers and create a health, racquet and sportsclub world that truly reaches, accommodates and helps the 50+ market, what would that club world be like?

A. First of all, such a club would fulfill the late, great Bob Dedman's vision of being a warm and welcoming place, a place that did everything it could to make every member feel special. Second, the club would have a world-class fitness department that provided credible programs for every special need from weight loss to heart rehab to cancer recovery.

Q. With the numbers of U.S. commercial clubs now 18,300, is it possible for you to estimate what percentage of those clubs are actively pursuing and serving the 50+ market?

A. Easily, 50% of America's clubs are consciously developing the 50+ market. Perhaps, the most important thing to recognize is the 50+ market is now mainstream. It's dead



John McCarthy

center. It's right down the middle of the fairway. Every suburban club needs to address this market, as does every club for urban professionals.

(John McCarthy is the long time Executive Director of the International Health, Racquet and Sportsclub Association. John has been in his role at IHRSA for almost 23 years.)

...Geriatric Ward

continued from page 3

depth conversation with the one and only, Bill Pearl.

Club Insider- Bill what would you tell our readers out there that own health clubs to help them get more people to start exercising?

Bill Pearl- "Norm, it depends on what market you're trying to hit. As an example today, most health clubs that I'm aware of are catering to people that are 19 to 35 years old. What's driving these people into those clubs is not fitness, Norm, it's some type of cosmetic affect from fitness. I hate to say this, but sex is a large part of this. When we understand that 52% of the population of the United States is now 50 years old or older and we're only getting about 2% to 3% of that over 50 group regularly exercising. It is clear that the marketing we're

doing to draw them into the health clubs is totally wrong for those people. What we have got to do is to become as sharp and highly educated in how to promote lifestyle changes as medical doctors are in prescribing and administering different medicines to correct these problems! When we do that, we're going to be a lot better off. As it stands today, if your Mom and Dad are sick, they're going to opt for medication rather than a lifestyle change to correct their problems. We've got to start preaching a totally different concept in our advertising and marketing if we want to approach this over 50 group of people who have the bulk of the spare time and money to spend. But, we're not attracting them to health clubs because we're marketing to the wrong group of people!

Club Insider- That's good advice Bill. I guess as we get more mature as an industry we

hopefully will get better at reaching the over 50 markets.

Bill Pearl - "Well, we are going to have to, Norm. We've got to wake up! If the health club business continues on like it is today it is going to *run out of customers*. That's all there is to it. 99% of the health club operators today are vying for the same market between the ages of 19 and 35 and the rest of the population in the world is going bye-bye! But, the population is growing older and older and they're not doing a thing to get those people into their clubs! It could be a doomsday for us!"

O.K. folks, if you read Bill Pearl's interview last month, you've now heard this alarming message twice. This 50+ Market Special Report contains some great reports for club owners that responds to Bill's alarm. This advice comes from some of the world's best experts on marketing and programming for the 50+ crowd.

When you read on you will hear from John McCarthy, IHRSA's highly esteemed Executive Director, Dennis Keiser, the Founder of the Keiser Corporation, Anthony Slayen, formerly the Program Director of the Eisenzimmer families Cascade Athletic Clubs in Gresham, Oregon.

David LaHait at the Hyatt Classic Bentley Village in Naples, Florida, Colin Milner, the Founder of the ICAA, Barbara Morris, age 73 and Author of the book entitled: "Boomers Can Really Put Old On Hold!", Pat Weir, the Fitness Director of the amazing Atlantic Club and former IHRSA/Keiser 50+ Award Winner have also contributed.

The 50+ Market is not something you should ignore and expect to fix itself. The fact is it will *not* fix itself. The only way you will be able to take your club(s) into the 21st Century when it comes to 50+ marketing and programming

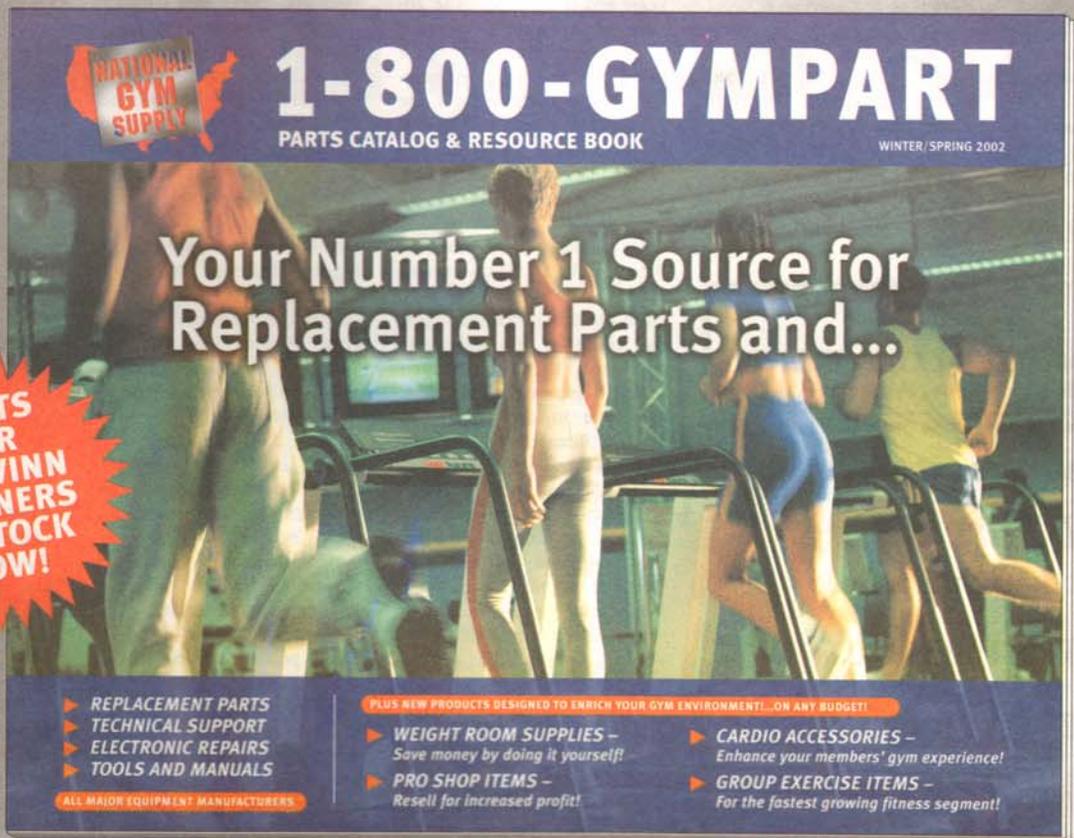
will be to study and understand the subject and use the advice contained herein from those that have already 'been there and done that.' The information contained in this issue on pages 8, 10, 12, 14, 20 and 29 labeled The *CLUB INSIDER* News 50+ Special Report will help you a great deal as you improve your 50+ efforts or start them for the first time. So, please read on.

Next month we will hear from Michael Scott Scudder, Glen Colarossi, Casey Conrad, Bob Delmontique, Dr. Walter Bortz, and more. Stay Tuned.

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50+ Market Special Report

An Interview Contributed By Dennis Keiser

Founder and CEO Keiser Corporation

Q. Dennis, you are one of the true pioneers in the health and fitness industry and stepped forward in 1974 with a new company that has thrived ever since. In 1978 you introduced the 1st ever Air Powered Strength Training Machines. Reflecting back to 1978, can you contrast the emphasis on the 50+ market then, compared to today?

A. There was no emphasis on the 50+ market back then. There wasn't even a 50+ market. The focus was on the Baby Boomers as they were

moving through their 20's. Today we have a 50+ market because these same Baby Boomers are now moving into their 50's, one every 7.5 seconds. That's why we have a 50+ market today and why there is an emphasis on it.

Q. Can you summarize in general terms what you have learned about the impact of strength training on aging?

A. 1. The first and most important thing we learned was that we cannot categorize middle age and older adults by

age. The older we get, the more diverse the functional capacity and interests become for any given age. The best way to distinguish this older market from the 17 to 35 market that fueled the fitness boom 20 years ago is by need. The 20-year-old buys a membership for totally different reasons than the older member. The older member buys for health reasons, the 20-year-old never bought for health reasons. It is for this reason that we now have a very different member than we are used to serving. We have to focus on the overall health of the member, which means finding ways to increase muscular health without sacrificing the health of the joints and connective tissue, or exacerbating a pre-existing problem. We have to deal with their chronic diseases and because this member bought for health reasons, they have made a commitment to a lifetime of exercise. The 20-year-old never did that, and that is why retention has been a problem in our industry until now. Along with a lifetime commitment to exercise comes the responsibility of the club owner to provide the types of equipment and programming that will not hurt this member over 40 or 50 years of exercise.

2. We've learned that we can definitely change the way people age. It was once thought by the experts, that the older you got the less strength you could gain as a result of strength training. That has been proven over and over not to be true. In fact, we've learned that we can increase strength, power, mobility, stability, bone mass, improve weight loss and weight control, decrease the risk of colon cancer, improve the control of diabetes, arthritis, osteoporosis, high blood pressure, and many other chronic diseases.

3. Strength, even more than cardiovascular, is the key to maintaining our stability, mobility, and independence as we age.

4. Most recently we've learned that power (the combination of strength and speed) is even more important

than strength.

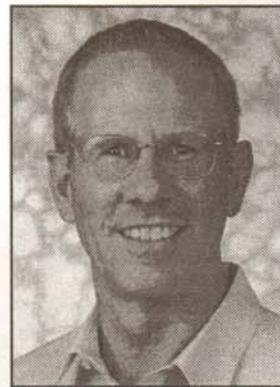
Q. You have a protégé, Mr. Colin Milner, who has founded the International Council on Active Aging. His work is truly focused on the 77 million Baby Boomers. Could you comment on the importance of the ICAA's Mission?

A. It all started with the Keiser Institute on Aging being formed out of a need to get information to facility owners and their members. ICAA is a continuation of this need to bring information to those that can most benefit from it. The biggest challenge we have is educating enough people to service the needs of 77 million Baby Boomers as they age. This is a massive undertaking and Colin has done a superb job in rising to the challenge.

Q. If you were to write a "recipe" for 50+ marketing and programming, what would that recipe include?

A. Education! Education! Education! The key to marketing is education. The more people know about the aging process and what they can do to intervene in this process, the higher a fitness program becomes on their priority list. To market your emphases on older adult programming, you must take every advantage you have to educate. Give lectures to local club and church groups. Because you are marketing to a different clientele than your competitors, it's very easy to get free press. So contact your local newspapers, magazines, and television stations with your new program and/or direction.

Keiser has already written the recipe for this older population. It's called "The Step in the Right Direction" and is a step-by-step guide on how to succeed in this market. We did it out of a necessity to insure the success of our customers investing in this market for the first time. It includes hiring guidelines, membership forms, programming guidelines, ageism issues, education about drugs that impact heart rate and blood



Dennis Keiser

pressure, chronic diseases and how to program for and around them, and many other issues that will make the difference between success and failure in this market.

Q. Fast forward 20 years from now. At the present pace where do you see the industry in the year 2022?

A. I see it split with most of the club chains still targeting the 17-35 age range and the new comers to the industry distinguishing themselves from the pack by targeting those interested in exercising for health reasons. These clubs will be on a higher level and more inline with the health care industry. They may be so different that they don't even attend the same trade shows or educational seminars.

Q. Can you share any of your future plans and areas of focus in the 50+ world?

A. Keiser will continue with its support in research. There are a number of areas that could significantly impact the way we age, and we want to remain on the cutting edge of this research and be able to bring the findings of the researchers to our programming. It is only then that it really does any good. We will continue to educate and support the new generation of facilities to help insure their success.

(Dennis Keiser may be reached at: dennisk@aol.com)



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50 + Market Special Edition

An Interview Contributed By Colin Milner

Founder and CEO of International Council On Active Aging

Q. Please give me your industry background: when you became involved, how, with whom, etc.?

A. In 1981, I decided to celebrate my 21st birthday by spending a month in Jamaica, which is where I am from originally. During my visit, I indulged in a little too much steak and champagne, returning home with a Dom Perignon midriff. That's when I discovered I had a try-out with a professional soccer team in two months.

With 20 pounds to lose before training camp, I wandered into my local fitness center for guidance. Although I didn't know it then, this choice changed my future. Working out six days a week, it did not take long before I was back playing and in the shape I needed to be. However, I never did make the team. It was during this time that the owner of Canadian Fitness Center, in Vancouver, B.C., asked if I would like a job as a weight-training instructor, \$5/hr. I thought I had hit pay dirt.

After starting as a floor instructor, I moved into the position of manager within six-month. Over the next 6 years I ran two 15,000 square-foot fitness clubs, designed and opened Spa Sante at the Le Meridien hotel, and managed the 25,000 square-foot Olympic Athletic Club, in Vancouver. It was during my time at Olympic that I realized that I wanted more, so I resigned my position and went on a thought-filled holiday to Mexico. It was there that I came up with the idea for

Canada's first national fitness industry publication, Club Direct.

By the time I got back from Mexico I had a mock up made of the first issue, which was a buyer's guide, I hopped on a plane and headed south to the IHRSA show. This was my first lesson in business. During the show many people thought my idea was a great one and pledged their support. However, few actually gave it. This did not deter me and five years later I sold the magazine and trade show to Los Angeles-based Fitness Management Magazine.

After taking a few months to enjoy my daughter, who was born two days before our Club Direct conference, I was contacted by the Keiser Corporation about a job possibility. I worked for the company as a sales rep for a year before moving to Fresno to become the Director of Sales. Over the next eight years I would become Vice President of Sales and Marketing, and Chief Operating Officer of the Keiser Institute on Aging. It was here that I started to realize the immense, untapped potential of the older adult market.

In September 2000 I moved to San Diego and accepted the newly created position of President at IDEA Health and Fitness Association. I held this position for close to a year before resigning and launching the International Council on Active Aging, the first Association that is 100% dedicated to supporting professionals in the industry who serve the 50 plus market.

Q. Colin, how would you actually define a "Successful" 50+ Program?

A. As we age we become more diverse in our abilities, needs and desires. To meet this challenge a successful program needs to be diverse itself, that is why so many of the most successful 50-plus programs utilize the wellness model as opposed to just the physical fitness model. These programs stress wellbeing on six levels: physical, social, spiritual, emotional, intellectual, and vocational. Facilities that adopt

more of the whole-person wellness model enhance and enrich the lives of their members. They also multiply their business opportunities as whole-person wellness programming opens a new door to the senior market for each dimension of health. Facilities gain more options to market and sell their offerings, more potential audiences to reach, and more ways to serve their members diverse needs when they offer multidimensional programming. With whole-person wellness, what's good for the customer is great for business.

Q. Review your experience with Keiser, particularly the years where you and Dennis developed the Keiser 50+ Award program with IHRSA?

A. When I first joined Keiser they had just started to put their toe into the aging market, with limited involvement in a few studies that were being done on strength training and aging. As a matter of fact, I had never considered the enormity of the older adult market until becoming involved with Keiser. It simply had not been my focus. It was the response to the sentinel paper on strength training and aging from Tufts University in 1994 that started the ball rolling for both Keiser and myself. But it took about 2 years for me to really grasp the true impact that the study was having and to see the results people were experiencing first hand. It was almost miraculous. My goal then became: "How can we help our clients understand and achieve greater success with this market?" It was at that stage that we launched a variety of initiatives; the Keiser Institute on Aging, a national fall prevention campaign, a variety of award programs to recognize achievement and show success with the market. We also launched a client support package, entitled a Step in the Right Direction, because that was what they were making by getting involved in this market. To be frank, many manufacturers had little interest in the market. Of course, that has changed as they too have

seen the economic and demographic shifts taking place and have started growing this end of their business.

Q. Why did you found the International Council On Active Aging and when?

A. Over the past 10 years I have spent much of my time on the road, visiting about 1,000 fitness clubs and senior housing facilities annually. Most of the times that I would go into a facility I saw an absence of attention to the aging Baby Boomer and older adult market. What I realized was that people needed information and education on the market, along with the resources and tools that would help them to either get started or achieve greater success with this group. They also needed to educate their staff and members on the benefit of exercise for the older adult. We have some wonderful associations in our industry, but the aging market is only a portion of their business. They also have to address a variety of other topics. We needed an association to focus strictly on this area. Think about it. If you were to have brain surgery, would you go to a specialist or a general physician? We are the specialists. That's why we launched the ICAA on October 1, 2001.

Q. Tell me about the ICAA?

A. The ICAA is the only organization in North America that connects a community of like-minded professionals who share the goals of changing society's perceptions of aging and improving the quality of life for aging Baby Boomers and older adults within the six dimensions of wellness. The council supports these professionals with education, information, resources, and tools, so they can achieve optimal success. These are delivered through our Journal on Active Aging, weekly research e-newsletter, member section of the ICAA website, continuing education courses, conferences, and seminars. Currently the ICAA unites and works with over 800 facility members in the fitness, YMCA, recreation, retirement, assisted living,



Colin Milner

rehabilitation and wellness fields.

Q. In your view, who are some of the leading companies in the 50+ market and why?

A. Most of the leading companies in the 50 plus market are still on the fringe of the industry. People like Dottie Drake in New Jersey. Dottie has three clubs and is opening her fourth, all geared to seniors and women. She is a former nurse who had no preconceived notions of what a fitness center should be. Because of this she developed a center that addresses the markets' need, not her own. Her staff is caring, her marketing is word of mouth, her clubs are social, and she does all the things most people talk about, but don't do. She has a great relationship with the medical community and gets most of her clients through referral. At the end of the day, she cares. That's what this market wants.

Another organization that we can learn from is the Classic Residence by Hyatt a resort style senior living community. They offer programs that are developed around the wellness model, making people feel like their club is their home. They offer diverse programming, such as computer classes that help to get people involved.

The City of Chicago and Fitness Formula have multiple sites throughout Chicago, all with a focus on keeping people healthy, vibrant and active.

(See Colin Milner Page 22)

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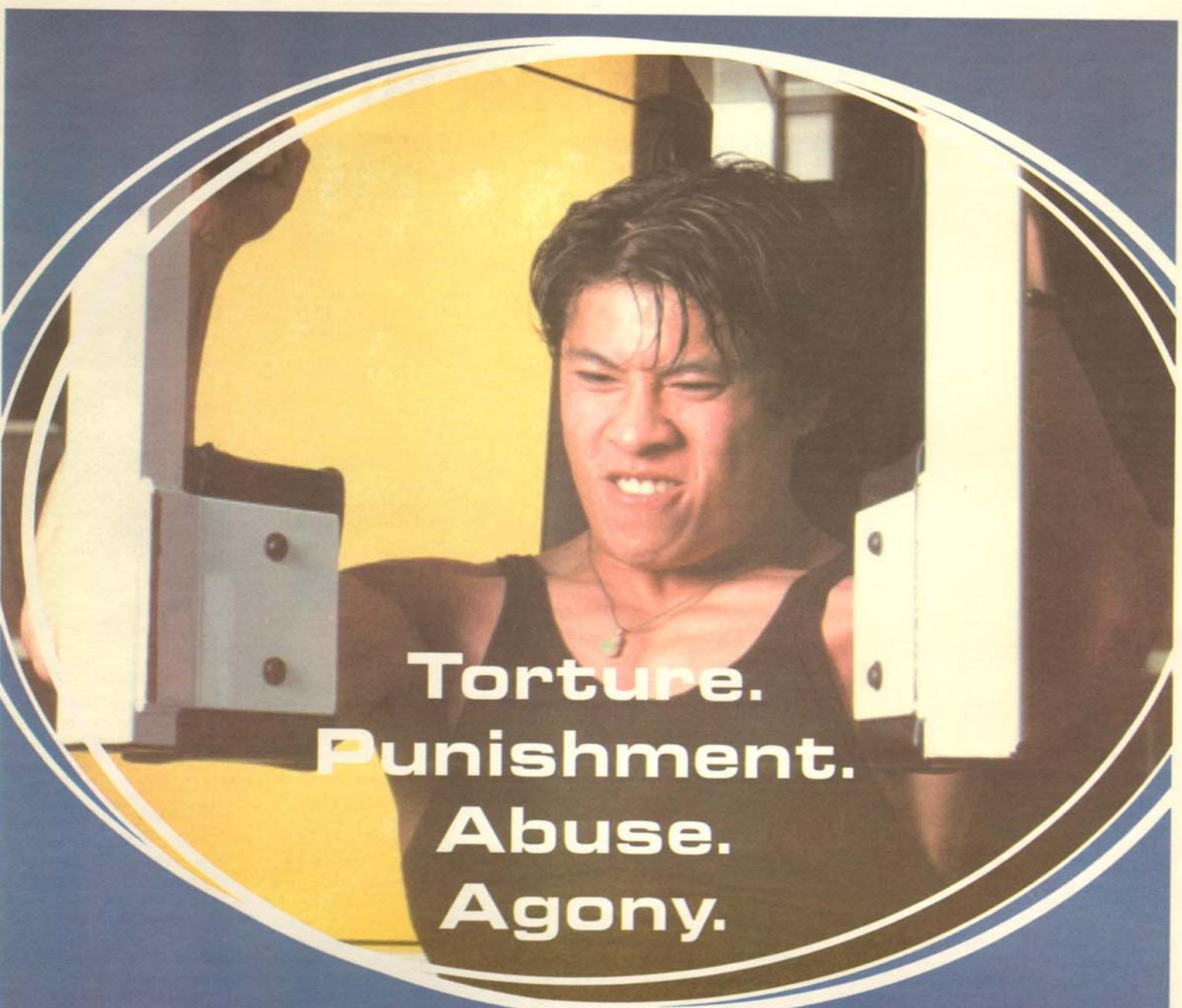


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50 + Market Special Report

A Conversation With Barbara Morris

Author of: "Boomers Really Can Put Old On Hold"

(Publisher's Note: Barbara Morris is the Author of the book "Boomers Really Can Put Old On Hold". Actress Florence Henderson says, "Barbara Morris explains in a very unique way how you can put old on hold longer than ever thought possible. A 'must read' for anyone interested in staying young!" Well, we agree with Florence and we are providing this interview as part of our 50+ Special Report with the hope that club owners and managers everywhere will feel free to copy and distribute this article to your members and 50+ prospective members. And, we hope that you will buy Barbara's book and share it with your family, friends and club members.

Q. Barbara, tell me about yourself?

A. I am married and live in a suburb of San Diego, California. I work full time as a pharmacist.

Q. Barbara, I normally would never ask a lady her age, but since this interview is about the 50+ market, if I may be so bold, how old are you?

A. I am 73 years old.

Q. Barbara, tell me about your exercise routine?

A. I do several things, but the primary thing I do is walking. I have a lot of exercise equipment in my home, but I use my treadmill the most. Every night when I come home from work at about 9 p.m., I walk on the treadmill for at least 30 minutes. Also, on the days when I'm not working late, I use my Hoist weight training equipment and some of my other strength equipment. That is absolutely essential.

Q. How long have you been a regular exerciser?

A. I've exercised all of my adult life. Early on, I started with yoga. I did yoga classes that were on TV. I also would exercise with Jack LaLanne's TV shows. He taught exercises with elastic stretch bands for resistance. I still have that Jack LaLanne resistance band! Of course, over the years, I've belonged to a number of health

clubs and have used them a lot. So, I've always recognized that regular exercise is absolutely essential.

Q. In your book you reference the "Super-Keys" to unlocking the anti-aging process. Give us an overview of those "Super-Keys."

A. #1) You must have a 'Vision'- you have to have a 'vision' of what you want to be like at a later time in your life. This is supported by a recent study done at Yale University that showed that when we are young we develop a mental 'picture' of what we will look like when we grow old. And, we then actually let ourselves go because that is what our preconceived notion says we should look like when we are old and we grow into that stereotype.

Q. Do you mean we just let it happen because we have been programmed that way?

A. Yes. I fully believe this happens. I have never seen myself as an old person. I truly believe the 'vision' thing. Let me continue by describing the other "Super-Keys."

#2) You must make a commitment- You have to understand that you have to make a commitment to putting 'old on hold.' You have to come to the realization that wanting to remain ageless is not a vain, frivolous pursuit. It has enormous personal, social, political, financial value. Its absolutely essential.

#3) Take responsibility- You have to take responsibility for your health. That's obvious.

#4) You should educate yourself- You have to educate yourself about what constitutes an anti-aging diet and an anti-aging lifestyle. Today, that's easier than ever with the Internet. You can find just about anything there. There are also libraries, book stores and health food stores that have a wealth of educational material.

#5) Find an anti-aging doctor- I think it is important to find a 'traditionally trained' doctor

who specializes in anti-aging medicine. This, I think is essential to help you with your learning process and its also essential for other reasons because as we age, lots of things go wrong, as we all know, and an anti-aging doctor can head those things off at the pass.

Q. When you refer to a 'traditionally trained' doctor are you talking about a med school doctor who has moved in the direction of wellness, as opposed to prescribing drugs?

A. Absolutely. One who has 'seen the light.' There are more and more of these doctors coming out of the woodwork. They realize that the public is tuning into alternative medicine. The public is finding that traditional medicine just doesn't do for them what it should. When I give talks I tell people that of all of the things we have in the pharmacy, the only thing that actually 'cures' anything is the antibiotics. Everything else manages or covers up symptoms. This is crazy. Some of my customers complain saying to me, 'I'm taking the medicine and I still don't feel good!'

#6) Control negative self-talk- The next thing you have to do is keep control of negative self-talk. No more saying to yourself, 'I'm too old to do that.' Negative self-talk hastens the aging process. Similarly, you have to reject negative comments from well meaning friends. Comments like, 'Why are you doing that at your age?' For example, at age 69 I had braces put on my teeth. People said to me, 'Barbara, why are you bothering to do that?' Now, I'm 73 and I've got a fantastic smile. Was it worth it? Absolutely! And you know what? I motivated a lot of 'Boomer-age' women to get braces. They've said to me, 'Barbara, if you can do it, I can do it!'

#7) Exercise, exercise, exercise - Of course, exercise. Regular exercise is essential if you are committed to your vision of 'putting old on hold' you absolutely have to discipline yourself to exercise on a regular

basis.

#8) Retirement - Don't even think about retirement. Retirement is a debilitating disease. Once a lot of people reach retirement they wish that they had not retired. I am 73 and I don't consider myself old. I talk about 'old people' as if they are something else. I deal with old people every day that are retired and believe me, nobody wants to be there.

Q. In your book materials a reference to 'chronological age' and 'physiological age' is mentioned. Barbara, describe the differences for us.

A. Chronological age is simply an accounting of time gone by. The truth of the matter is that we attach way too much to significance to chronological age. Physiological age is a conservative indicator of how your body is functioning. For example, a healthy young person's blood pressure is 120 over 70. That's my normal reading. Another example is the skin on the back of my hand, when pinched, springs back almost immediately. I don't have high blood pressure, high cholesterol or diabetes. I don't have any conditions typically found in old people. So, my physiological age is many years younger than my chronological age.

Club Insider- There is a company called Fitness Age that does computerized testing of physiological age. About three years ago at the Club Industry Convention Jack LaLanne tested age 36 and he was 85 at the time!

Barbara- I think entirely possible.

Q. Barbara, as a practicing pharmacist, how do you reconcile the 'drug culture' that many senior citizens live in, compared to the fitness lifestyle and culture that you live and promote?

A. It is very difficult for me! I work for a national drug store chain and what I do in the pharmacy is very controlled. I have to be very careful about what I do and what I say. Believe me, when I see people



Barbara Morris

suffering as a result of the medication they are taking, sometimes I am just beside myself (with frustration). Let me tell you why. It's widely known that the so called 'statin' drugs that are the most frequently used drugs used for cholesterol control do control cholesterol, but it also depresses the formation of co-enzyme Q-10. Co-q is absolutely essential to proper muscle function, not only throughout the body, but the heart. The drug manufacturers know this. Merck, one of the major statin manufacturers, knows the importance of supplementing with co-q and they have a patent that they are holding, but are not using. When I talk to people who are complaining, often I find they are on the statin drugs, they don't feel good and typically they are experiencing muscle aches and pains which are typical side effects. I have to try to talk them into supplementing with co-q, which they can go right out and buy over the counter. But, it is a difficult sell because 'The doctor hasn't approved it.' It's difficult for me to reconcile my lifestyle which is radically different from the 'so-called' normal person. I work in a super market pharmacy and people will come with their shopping baskets loaded with this processed junk.

(See Barbara Morris Page 24)



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50+ Market Special Report

An Interview Contributed By Anthony Slayen

Q. Anthony, would you please give me a brief review of your career and background?

A. Having always been involved with health, fitness and sports, I attained my degree and teacher's diploma in physical education and sport. I am a certified trainer with ACSM and ACE and have numerous other certifications. I have worked in most areas of the health and fitness (club) field, from personal training, group fitness, and squash instructor to Fitness Director, Athletic Director and General Manager.

Q. When the Eisenzimmer's Cascade Athletic Clubs in Portland, Oregon won IHRSA/Keiser 50+ Award, what was your role and title with the club(s)?

A. My title was Senior Program Director and I developed an exciting 50+ program and aptly named it "Silver Power", carefully avoiding the clichés "senior", "mature adult" and "chronologically challenged". The goal of Silver Power was to offer an innovative and challenging aging-well program in order to retain existing members and attract new members.

First-time Silver Power exercisers were introduced to our program with great care, and trained to exercise and progress at his/her own personal

comfort level. The safety of our members was just as important as their well-being. All Silver Power members were screened by completing a detailed medical history questionnaire. Heart rate and blood pressures were measured periodically, at rest and during exercise.

Staff designated to instruct Silver Power members were trained to understand their special needs and adjust all activities accordingly. The fitness staff was required to understand and follow the guidelines, prescriptions, and testing procedures of this 50+ population. All club staff was CPR certified and trained.

Q. Give me the history of the 50+ efforts at Cascade A.C. while you were there?

A. Silver Power was active in many diverse outreach programs. Many of the requests for various activities came from our members. (See Below).

Q. If you were to write a recipe for clubs to be successful in both 50+ Programming and Marketing, what would it contain?

A. I would promote the concept: "Enjoy your body with active living!" and my goal for each member would be to be happy, healthy and self-sufficient! Our trained staff

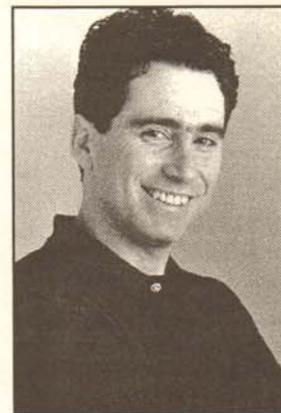
tactfully conveys to the 50+ member that being "deconditioned" is acceptable, but starting and adhering to an exercise program is the road to wellbeing! All Silver Power members are screened by completing a detailed medical history questionnaire. Heart rate and blood pressures are measured periodically at rest, during and after exercise. Staff designated to instruct Silver Power members were trained to understand their special needs and adjust all activities accordingly. All club staff is CPR certified and trained. Silver Power offers over 70 group classes a week to choose from. We offered individualized exercise programming for the beginner to the super fit. We had activities ranging from social events, potlucks, and trips, to arts and crafts activities, local walks and more.

Group exercise "May the Silver Power be with you!" was unique because of the highly professional manner in which it was promoted. I believe that about 70% of our new Silver Power members began in group classes and we maintained an estimated 60% class retention rate.

Here are the reasons why our members succeeded in adhering to group exercise and

this is how we promoted the program:

1. Group exercise class is the key to exercise adherence
2. Plan and schedule exercise class as an integral part of daily living; E.g.: Monday, Wednesday, and Friday at 10:00 am;
3. There will always have an instructor present (like a personal trainer);
4. The instructor will lead you through your program safely and progressively;
5. You get a total body workout in 45 minutes to an hour;
6. The instructor will guide you through an exercise safe format:
 - A. Warm-up phase
 - B. Cardio training phase
 - C. Weight resistant phase
 - D. Cool down phase
 - E. Stretching phase;
7. You can exercise at your own pace within the group;
8. You will meet new people and make new friends;
9. You will be accountable to yourself to adhere to the program;
10. You will be accountable to the instructor who will expect you to be in class;
11. You will be accountable to the group so



Anthony Slayen

your new friends won't forget you;

12. If you do not show up for class a group member or the instructor will contact you and make sure you attend the next one;

13. You will have more fun exercising in a group!

Q. Can you review based upon your best recollection, the numbers related to the Cascade A.C.'s 50+ programs?

A. In 1999, we had the following members at Cascade AC who were: 50-60: 2911 (15%), 60-70: 1433 (9%), 70+: 2280 (11%)

Silver Power has had a

Cascade Athletic Club's Outreach Programs

- Silver Power Walkers supported the American Heart Association Walks
- Silver Power Walkers supported the Jazz Run/Walk that sponsored the Police Activities Leagues (PAL). Over 250 Silver Power walkers participated in this event, raising over \$1,500 for PAL.
- At the end of each year Silver Power program organized a clothing drive for SnowCap by filling bins with winter clothes and blankets.
- Silver Power supported the Salvation Army's "Feed The Family" program.
- Silver Power planned a "Penny Drive" for Shriners Children's Hospital, raising several hundred dollars for this local organization.
- I conducted Silver Power health and wellness seminar for the Daughters of the Nile???
- Cascade Athletic Clubs Silver Power program organized Open Houses for our members and the community on National Senior Health/Fitness Day:

Group Fitness Classes

- Tai Chi: 9:30 - 10:30 am (Gym 2)
- SilverSneakers™ class: 11:45 - 12:30 pm
- H₂O Fitness class: 1:30 - 2:30 pm
- Square Dancing Workshop 3:00 - 4:30 pm (Gym 1)

Seminar

- Exercise your Finances: 1:30 - 2:30 pm (aerobics room)

	January '96-December '96	January '97-December '97	January '98- December '98
50-60:	348	472 (58% increase*)	492 (61% increase*)
60-70:	105	198 (89% increase*)	250 (110% increase*)
70+:	52	129 (107% increase*)	96 (84% increase*)

* Compared to 1996

Club Sponsored Special Events

- In August 1998 Portland, Oregon hosted the Nike World Masters Games. Cascade Athletic Clubs had many representatives competing in different sports. The highlight for the Silver Power team was organizing volunteers for the Games. Our group of enthusiastic volunteers aided veteran athletes competing in two weeks of competition.
- Our tennis department sponsored the Oregon State Tennis Senior Women's Association and the USTA Women's Senior Teams (50+) in the Pacific Northwest.
- Our tennis department offered numerous programs that I promoted with our Silver Power members, like the Junior-Senior hitting exchange, Mother-daughter, Father-Son games and tennis socials.
- Every year Cascade Athletic Club hosted the Oregon Racquetball Association tournament with over 300 participants, including a 50+ category.
- Cascade Athletic Club hosted the World Master's Racquetball Championship in 1989.

tremendous impact on the club's membership. The comparative chart below clearly demonstrates the total number of new members before and after Silver Power was launched in January 1997.

Q. How did the 50+ Programming and Marketing at Cascade A.C. impact the success of the club(s) overall, if you know?

A. Cascade Athletic Club management foresaw a need for quality 50+ member programming, and invested time, talent and effort to introduce and promote a new senior program.

(See Anthony Slayen Page 16)



John Brown

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...Norm's Notes

continued from page 4

approach to workout programming first hand. To schedule one of the limited no-obligation appointments at the **ActivTrax Hospitality Suite** call: **MICHELLE JORDAN** at: (301) 840-0040 ext. 110 or **Email: michellejordan@activetrax.com** Good luck Gary with your new business!

• The sale of **Precor** is apparently nearing completion. I fully expect an announcement any day now and word I get is that Precor will be acquired by a major entity outside of the industry. **STAY TUNED!**

• The **CLUB INDUSTRY Conference and Trade Show**, along with **IHRSA's Annual Convention**

and **Trade Show**, is one of the two biggest events in America each year. The Club Industry Show will be held in **Chicago, October 9-12** so book your room and make your flight arrangements today to be there! For information on The **CLUB INDUSTRY Conference and Trade Show** check out The **CLUB INDUSTRY** advertisement in this issue of **The CLUB INSIDER News** on page #27.

• Be sure to make plans to attend the **IHRSA/Athletic Business Conference and Trade Show** in Orlando, Florida, **November 6-9th**. This will be the last time **IHRSA** co-hosts the event with **Athletic Business** so don't miss out on this event! For attendance information call **IHRSA** at: (800) 228-4772. There will also be

another event going on **November 9th** that might "catch your eye" and that is **GEORGE SNYDER'S Ms. Galaxie Figure and Beauty Competition** that will be held at the **Orange County Convention Center** in Orlando. To learn about the event go to: www.gsnnyderproductions.com

9th Anniversary Coming In November With A New Press!

• Folks, I am extremely happy to report the news to you that two terrific events will happen for **The CLUB INSIDER News** in the month of **November!** The first is that **God Willing, we**

will complete our **9th Year of Publication** with our **November, 2002 edition!** The second, and very exciting event, is that **Walton Press, our printers every month since we started publication, will start ROLLING a brand new Web Press!** Well, you might be asking, "What the heck is so exciting about that?" Well, let me tell you. For nearly 9 years now we have been limited every month to **ONLY 12 PAGES OF COLOR!** Beginning on **November 1, 2002**, the new **Web Press** will begin to roll and we will be able to publish up to **64 pages of four color each month!** As we grow, we will be adding more educational articles to keep a balance between our editorial content and our expanded advertising capability! So, what that means is

that we are going to be able to provide even more competitive four color advertising rates to our current and future advertisers! For a publisher, this event is the equivalent, when compared to the club business, of going from a 24,000 square-foot club to an 85,000 square-foot club! Please take down my email address: clubinsidernews@mindspring.com and when you get a minute, please take time to send an email to your equipment and service vendors suggesting that they should advertise in **The CLUB INSIDER News** if they do not already. That would be a big help and I would greatly appreciate the favor! Thanks in advance for helping us out.

...Anthony Slayen

continued from page 14

The marketing goals for **Silver Power** are:

1. Product differentiation
2. Member/participant retention
3. Member acquisition
4. Member/participant satisfaction
5. Improvement in participants' perceived health status
6. Improvement in participants' health outcome

Silver Power combines the exercise and fitness components of health clubs with the social enrichment and well being of the community to create a dynamic program. This unique combination of providing a service and promoting the club to mature adults is the grassroots marketing plan that does and will continue to reap

financial benefits for years to come. **Silver Power** is the springboard for our promotion, sales & marketing plan.

Q. When did you leave **Cascade A.C.** and how did you end up working for the **JCC** in **Baltimore, MD?**

A. In 2001, I moved to a brand new, resort-like luxury health club, **Hawthorn Farm Athletic Club (HFAC)** in **Hillsboro, Oregon** in the position as **Fitness Director**. Within a year I was promoted to **General Manager** of **HFAC's** sister club, **Park Place Athletic Club**. It was my responsibility to "turn the club around" financially. With solid marketing, quality programming and logical cost-cutting and hard, hard work we turned the club around. At this time the investors opted to sell the club and a new opportunity

arose in my life, as at that time my family and I wished to move East for many personal and professional reasons. I had read about the incredible new developments in the **JCCs** of **Greater Baltimore** - 5 pools, new fitness center, 3 playing fields, baseball stadium, two large gyms, tennis courts and a roller hockey rink. The position is to oversee these two large centers with tremendous potential. The key to this position is retention (through programming and management, which I enjoy tremendously) of its large membership.

Q. What advice would you give to any club operator that would like to launch a whole new focus and thrust toward attracting and serving the **50+** market?

A. We should first train our

staff examine their own personal attitudes towards aging if they are to become excellent senior instructors. We then should confront our fears of our own aging process and fully appreciate and respect this process, so we can look at our aging members of today as integral and meaningful part of our society. We should learn to appreciate their uniqueness and understand their special needs so we can offer them the best instruction and attention.

Focus on preventive and wellness benefits that promote a healthy body and healthy mental outlook, thus improving quality of life. Reward your members with increased personal freedom, independence and self-sufficiency.

Senior exercise programming in health clubs is not

new to the market, and should incorporate all aspects of senior wellness - mind, body and spirit. Program to keep seniors thinking healthy and staying well by providing wellness, health-related activities and lots of fun! Create a dedicated program (like **Silver Power**), which has its own identity within the club. The members of this program will feel a sense of belonging, which will be strengthened by solid retention and constant participation.

The presence of healthy and happy seniors is heart-warming and much of your growth will be word-of-mouth promotion and exciting programming.

(Anthony Slayen is the Program Director for the Jewish Community Center in Baltimore, Md. He may be contacted at: aslayen@jcc.org)

Health Screenings

- Blood Pressure: 9:00 - 11:00 am
- Heart Rate: 9:00 - 11:00 am
- Flexibility: 9:00 - 11:00 am
- Ask the Physical Therapist: 9:00 - 11:00 am
- Hearing Testing: 10:00 - 2:00 pm
- Nutritional Questionnaire: 10:00 - 2:00 pm

FUN & GAMES

- Ensure Product Tasting
- Raffles
- Quizzes

• **Silver Power** offered its members and the general public free hearing testing and blood pressure monitoring on a monthly basis.

• The **Silver Power Demo Team** visited several assisted living homes to demonstrate and promote exercise and bring some joy to the residents.

• I arranged with **CAL State University** to implement their **Life Span** program at our clubs. (**Life Span** is setting the national fitness testing standards for seniors). Nearly 70 **Silver Power** participants were involved in the one-day fitness testing.

Wellness Seminars

- The Art of Aerobics Seminar (Introduction and description to group classes)
- Blood Pressure & Heart Rate Seminar
- Exercise and Fitness Seminar
- Financial Fitness Seminar (mature life savings)
- Cancer Prevention with Naturopathic Medicine Seminar
- 55 Alive sponsored by AARP (a mature safe driving class)
- Acupuncture & Fibromyalgia/CFS Seminar
- CPR and First Aid Basics
- To "Ear or not to Ear" (ear anatomy and hearing aids)
- Cholesterol, Diabetes & Exercise
- Healthwise for Life (a medical self-care program for the healthy aging)
- Circuit Training Seminar (promoting a new class: Silver Circuit)
- COPD (Chronic Obstructive Pulmonary Disease)
- Walking Right Seminar (a corrective gait & shoe fitting seminar)
- RSVP - Retired & Senior Volunteer Program
- Lower Back Seminar (basic anatomy, back pain and safe exercises)
- Nutrition Seminar (revisit the food pyramid, eating right and dieting)



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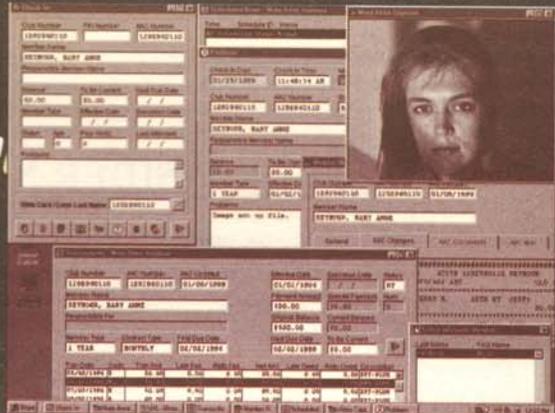
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Breaking the membership cycle to put profit back into fitness...

By: Gary Albert

My experiences as a new member of a health club (several times), have taught me the process in which new members are introduced. While each of my experiences varied slightly from club to club, they all went something like this:

1. I arrived as a prospect to learn about the club.

2. Membership provided a tour and explained the benefits of joining.

3. I got excited, joined, and was offered an evaluation, free personal training sessions, or a combination of the two to "familiarize" me with the club.

At this point, it may sound to you as if things are going well. However, this is where the process breaks down. Let me explain...

If I chose the evaluation, I was then presented with a workout card—one that quickly became mundane and offered little in the way of variety. On the other hand, if I chose the personal training sessions, while I really enjoyed them, cost or scheduling prevented me from regularly keeping up with them. In the end, I was on my own. My attendance tapered off, and I eventually quit the club...only to join another club months later.

If only there had been more choices at the start, I could have found a club to call home. After years of repeating "the membership cycle" and failing to meet my fitness goals again and again, I set out to do some research.

I learned that I was not alone. Almost 95% of the industry's members were having a similar fitness experience. It appeared that the industry had the right ingredients for success: a balance between supply (equipment and knowledgeable fitness staff) and demand (new members). Nonetheless, a large gap still existed, one where both the club's and the member's goals were being left unmet.

I learned that members needed continual guidance during the initial stages of their fitness journey before being fully able and willing to commit themselves to a long-term fitness program. A few free personal training sessions weren't enough to put the member on the track to success. With limited fitness alternatives and left struggling to meet their long-term fitness goals, how were members expected to succeed?

Welcome to ActivTrax, a company that evolved out of my many new-member experiences. A club with ActivTrax is a club in which the member

is never lost.

With ActivTrax, the member arrives to find a brand new workout printed and waiting each and every day. The workout is customized to the member's specific strength capabilities, experience level, and exact equipment available at the club. Each day's workout varies to prevent boredom and plateaus, and adjusts in weight as the member progresses. From each machine's seat setting to specific weight markings, the member receives complete guidance.

You see, this is all possible because ActivTrax restructures the member introduction process by leveraging the information gathered during an evaluation and building long-term relationships between members and fitness staff. This new process ensures that the members receive continual guidance toward their fitness success and that clubs build a new revenue stream from the often-overlooked 95% of their membership.

ActivTrax begins the member's fitness journey with an evaluation. The results of the evaluation are entered online into the ActivTrax system. From then on, members begin receiving customized workouts based on their individual abilities and built around the equipment available to them at

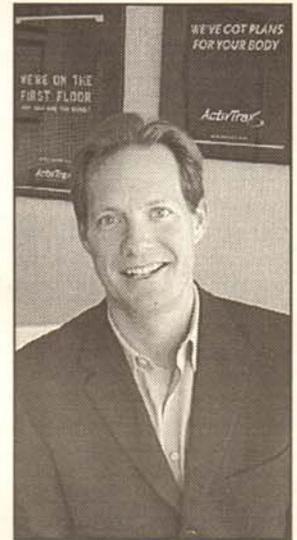
their club. Each workout challenges the member with a variety of exercises and progresses as the member builds strength and experience.

Clubs typically offer the program free for up to 60 days as part of the member introduction process. At the conclusion of this free introductory period, members can continue the program for a monthly fee or transition to another training option available at the club.

Bill McBride, Senior VP of Sales and Business Development for Sport and Health Clubs said "We see it as adding real value to our memberships and a great way to help us drive revenues."

Our experience is that nearly 7 out of every 10 members who try ActivTrax go on to buy it from their club. We've been very successful in guiding the majority of the previously lost 95% into becoming an additional profit center for the club.

ActivTrax is based in the Washington, D.C. area, and had its start nearly five years ago. In 2001, we partnered with Sport and Health Clubs located in McLean, VA. Their initial 4 pilot sites grew to include 25 locations. Now successful in Sport and Health Clubs and with others in our home market, we are beginning



Gary Albert

to aggressively push toward national expansion.

We'll be hosting a hospitality suite at Club Insider East in Chicago on October 10th and 11th. We extend a special invitation to all Club Insider readers. Contact Michelle Jordan at 301.840.0040 x110 or email her at michelle.Jordan@activtrax.com to schedule a meeting time. Call today, as appointment times are limited.

The CLUB INSIDER News Contributing Author Team

The 2002 CLUB INSIDER News 2002 Contributing Author Team is listed below. Our thanks to all of our authors for sharing their expertise and taking the time to write for The Club Insider News.

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

•Dr. Gerry Faust- Founder and President- Faust Management Corp.- (858) 536-7970

•Michael Scott Scudder - President - Fitness

focus- (505) 751-4236

•Casey Conrad - Communications Consul-tants- (800) 725-6147

•Rick Caro- Chairman, spectrum Clubs Inc. and President, Management Vision, Inc- (212) 987-4300

•Bonnie Patrick Mattalian - Fitness Com-pany - (732) 548-0970, Ext. 111

•Hervey Lavoie - President Ohlson Lavoie Intl. (303) 294-9244

•Joy Karley, M.A. - Executive V.P.- Xercise Corp. (212) 997-5550

•Nancy Friedman -

President - Telephone Dr. (314)291-1012

•Joe Moore -Presi-dent - Moore's Fitness Centers - (937) 435-0072

•Colin Milner -V.P. Sales/ Marketing - Founder & CEO International Coun-cil on Active Aging (866) 335-9777

•Pat Necerato Presi-dent - www.successercise.com

•Rudy Fabiano - President and Design Direc-tor - Fabiano international (973) 746-5100

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•Mike Campetelle - (860) 487-5905

• Jennifer Lynn - Natural Spa Resources Consulting JenniferLyn@msn.com or (478) 405-2231

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Frank Guengerich, Executive Vice President, WTS International

"I started using ActivTrax myself and realized it's a low-cost, practical solution to a problem that the industry has faced for years. It's a real breakthrough."

Mitch Wald, Former President of IHRSA & ActivTrax Member

"ActivTrax is great to get members involved in a program and maintain the variety in their exercise routines. We feel it is really going to assist us in retention."

Bill McBride, Senior Vice President of Sales and Business Development, Sport & Health Clubs

I believe that the ActivTrax program addresses the need of the general fitness club member in a safe and well thought out manner."

Tony Verde, PhD, Chair, Department of Sports Science, Cabrini College

"The program is great for those members who are tired of doing the same old routine every time they come to the club. The variety and direction provided by the ActivTrax program will help them achieve a whole new level of fitness."

Joel Schlossberg, Director, Wellness Division, LifeBridge Health

"It's a fact that clubs know how to get members through their front door. The real problem is keeping them from "exiting" through the back door. ActivTrax helps clubs "connect" with their membership before it's too late."

Bob Esquerre, International Fitness Consultant, MA, MES, NSCA-CPT



Let us be a part of your plan to reach the other **95%**.

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As the **5%** progressed toward fitness success, the other **95%** are left wandering on their own and at high risk for dropout.

We all know that personal attention goes a long way in keeping your members **AND** generating revenues.

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50 + Market Special Report

*An Interview Contributed By Patricia Weir
 Atlantic Club Senior Program Director*

(Publisher's Note: Patricia Weir works at the Atlantic Club, Pat Laus' amazing 44 acre, 5 building, 250,000 square foot mega-club on the South Shore of New Jersey. The Atlantic Club has grown to be one of the top 5 clubs in North America and clearly one of the top clubs in the world in the opinion of this Author. Through Pat Laus' continued "World Class Visionary" thinking the Atlantic Club offers its members the best in every aspect of club membership. Pat Laus served IHRSA as a leader and Board Member and her contributions to the health, racquet and sports-club industry throughout the years are truly significant. She has given everybody else a lofty target to shoot for. If you have never been to the Atlantic Club in Wall, New Jersey, I would highly recommend that you make the trip. Words do not sufficiently describe what Pat Laus created, but we made our best effort to do so when we featured Pat Laus and the Atlantic Club in our Cover Story about a year ago in our October, 2001 edition.

Q. Patricia Weir, would you please give us a brief overview of how you originally became involved in the health, racquet and sports-club business?

A. I literally walked my way into the health club industry eight years ago when I developed a walking class here at The Atlantic Club. It has been my passion for walking as an exercise for a lifetime that has taken me all over the country and to Ireland as a walking coach. My proudest moment was working toward and being recognized by IHRSA/Keiser 50+ Programming Award for 2001. My fitness industry involvement covers over 20

years, includes teaching "Jackie Sorensen Aerobic Dancing" in the '80's. Five years as a competitive Race-walker, ranked third in the country in the Masters division. Health and Fitness advocate at The Atlantic Club since '95, including Personal Training, Walking Coach, Arthritis Exercise instructor, Water Exercise Instructor, Cancer Patient Day Coordinator, five time Mara-thon Coach for runners and walkers. Special Events Coordinator. The American Council on Exercise, ACE Personal Trainer since Sept, 1996 The Arthritis Foundation, PACE instructor certification. The Arthritis Foundation, WET, Water Exercise certification

Q. When did you become with the 50+ Program at the Atlantic Club?

A. I became involved 4 years ago as Senior Program Director. I was given the job to coordinate all the existing programs and develop a name for our "Mature Adult" activities within the entire club. We had senior programs in every department with lots of staff working with this population. The 50+ population was well established as a growth market. I had just attended the IHRSA convention "The Age Wave" in 1999. With the support of management I was given this great opportunity. Making the "Mature Adult" feel connected and important we have documented increases in our member retention and revenue producing programs.

Q. How did you create these very special 50+ Programs at the Atlantic Club?

A. Key staff members from different departments within The Atlantic Club were brought together to establish

new pro-grams and "fine tune" existing programs for the senior members. Our first challenge was to create an appropriate name for this group. After a few "brainstorming sessions", the name A.C.E.S. was born. A.C.E.S. stands for All Can Exercise Successfully.

Next, we established a plan to find out what our senior members were looking for. This plan included the formulation of a survey and provided an incentive to get back the responses from our members. We mailed a letter with the survey to all of our A.C.E.S. members. We included an invitation to attend a Focus Group/Luncheon where a prize drawing for one-month free dues would be held for all those who returned the survey.

The focus group/luncheon was a huge success, after which we introduced a plan to highlight A.C.E.S. programs in every department. The feedback we gathered enabled us to provide a format that the A.C.E.S. members would find "user-friendly" and enjoy. We got some great new programming ideas as well as opinions on appropriate times to offer them.

As The A.C.E.S. Program Director, I hold informal focus group meetings with the A.C.E.S. members on a regular basis. I work with key staff members from several departments to establish new programs and enhance the current ones. I participate in several of our department meetings each quarter to review, highlight and educate all staff. This includes: new A.C.E.S. members, retention of our current A.C.E.S. members, upcoming programs, new research and new ideas.

Q. What recommendations would you make to club owners/operators that are just now coming to understand and realize the importance and magnitude of the Senior 50+ market and want to imulate your success?

A. A successful Mature Adult program must incorporate activities that include, fitness, social connections, educational seminars, and fun. I make myself very visible and listen to all suggestions from our A.C.E.S. members. We have special events to look forward to, such as "six weeks until the Hike and Yoga trip". I will say to my class, so let's start going to yoga and come to my walking class. Don't be afraid to combine instructors and departments for events. You get more exposure, such as walk at the beach and Tia Chi class on the beach. Go for it, take the risk of the weather or that not enough sign up. We created a "BUZZ". We developed new programs, gave out A.C.E.S. T-shirts at special events and had Senior Week twice a year to showcase new programs. For example, members brought to my attention that the card game of bridge has been documented to stimulate "mental fitness" so we have initiated bridge lessons and supervised play. The "Bridge Club" has grown to three afternoons a week. This is a revenue-producing program during downtime with little expense.

Q. Pat, beyond the questions I've asked you here, do you have any other comments that you might like to close with?

A. I would say to other club owners and managers to seriously look at this 50 +



Patricia Weir

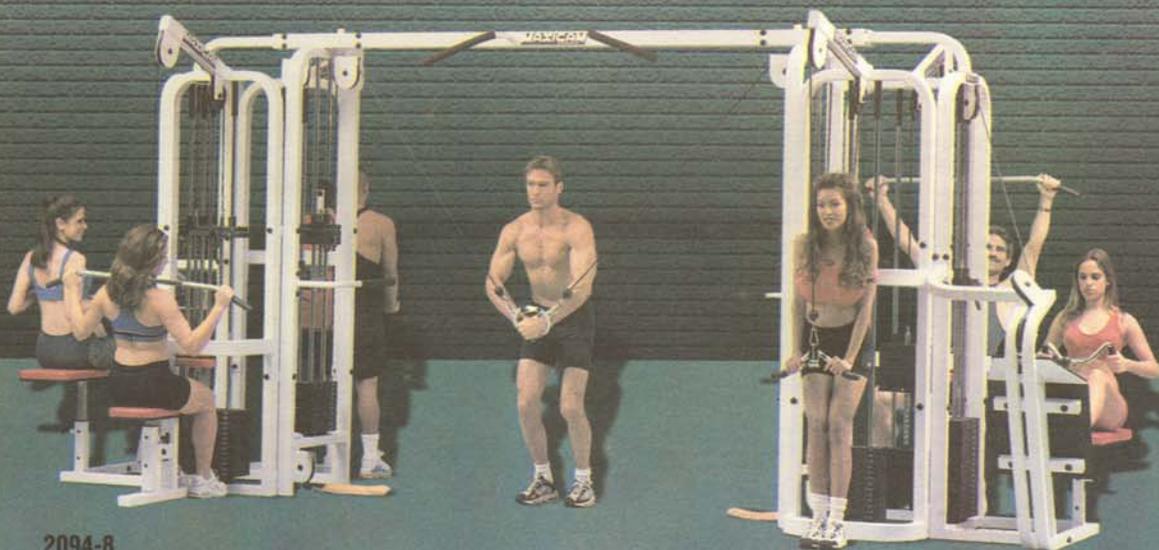
market.

We have come to realize the 50+'s are most compliant to programs once "hooked", have the most expendable income and have the most time. This age population has come to realize the importance of their health. We as club managers have a valuable product to promote. No wonder everyone in the community is after them. Make your club Senior programs be recognized in your area as the BEST. We made our A.C.E.S. program important. Find out the % of members in this age group and follow the numbers for a while. We look at low usage numbers and send out cards and make phone calls.

Don't hesitate to write me with some of your Club's programs. I can give you more ideas as the fall season gets going and we think up new ideas here at the Atlantic Club. Pat Weir, Program Director, A.C.E.S. Mature Adults. The Atlantic Club, Manasquan, New Jersey E-mail, patw@theatlanticclub.com Ph# 732-292-4385.

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...Colin Milner

continued from page 10

There are many others who are making a difference. The main thing they all have in common is they make things social and fun, while helping to improve the quality of life of their members with highly trained staff.

Q. Could you review the Baby Boomer generation's numbers and explain for us what those numbers can and should mean to the commercial health club industry?

A. In the book *Boom, Bust and Echo 2000*, author David K. Foot states that demography is the most powerful and most underutilized tool we have to understand the past and to foretell the future. Keeping this comment in mind, let's journey back to our past for a moment. The industry's programming, products, facility design, marketing, etc have all been designed, for the most part, to serve a younger audience. All of our trends and advances have been derived from a younger market. Just look at the products on the market or many

of the intense programs that were, and still are being offered. Now, shift your thinking to realize that for the first time the industry is faced with a trend that focuses on demographics instead of products and programming. This change will create new trends, products, facilities and shift the way we do business. An example of this is the resurgence of Yoga and Pilates. Their rise, according to figures from American Sports Data, just so happens to coincide with the Baby Boomers turning 50 in 1996.

This HUGE shift in demographics, one that according to IHRSA, will be the centerpiece for the industry's growth between now and 2010, will create new opportunity and challenges. Programs, products, facilities, marketing all will be challenged as will our perception on who the market is. Facilities will become more age-friendly, the size of the market warrant these changes. Programs such as Osteofit, will become standard, as one out of every two postmenopausal women over the age of 50 has the initial stages of osteoporosis. Arthritis programs will

grow as 59.4 million people will suffer from arthritis over the next 20 years. This figure represents almost 20% of the population. Aqua Fit, balance and fall proofing assessments and classes will all become the norm, instead of the exception, as one in three people over 65 fall every year.

Once you have made this shift, the best part is that your marketing cost should go down, as the older adult's retention rate is much higher and longer than the younger market.

50 Plus Market Size

- Numbers 100 million North Americans;
- Since January 1, 1996, one person turns 50 every 7.5 seconds -- this rate will continue for the next 20 years
- Holds 80% of the nation's wealth;
- Has 55% of the discretionary income;
- Provides 50% of total consumer demand.

Participation

- 30% of the 50-plus crowd exercises on a regular basis, as opposed to 24.5% of the general

population;

- The 50-plus group represents 23% of the people in health clubs and 43% of those in a hospital wellness setting;
- Once they join a club, the 50-plus crowd remains a member 4.7 years longer than the average member;
- 64% of the 50-plus demographic say they want to participate in fitness more.

Cost to Society

- A study by the Alliance for Aging Research found that older Americans who lose their independence cost \$26 billion per year more in medical and long-term care than if they could live on their own;
- The Center for Disease Control projects that 59.4 million people will suffer from arthritis over the next 20 years. This figure represents almost 20% of the population;
- The United States could save \$10 billion in health costs, most stemming from loss of independence, if osteoarthritis could be delayed by five years;
- One in two women and one in eight men over 50 will have an osteoporosis-related fracture in their lifetimes. One in three

people over 65 fall every year; and of those people hospitalized, and 50% die within the first year. The total direct cost of fall injuries in 1994 for those over 65 was estimated at \$20.2 billion.

Q. If you were to "Fast-forward" 25 years from now, what would you predict that we would see as far as the 50+ set in commercial health clubs?

A. I think that we could see that a significant percentage of a clubs' business could come from the older adult. Today many hospital wellness centers experience 50-80% of their clientele from this group. Clubs are opening around the country that cater strictly to this demographic. And many clubs in general will get their fair share. The key will be making sure you offer an age-friendly facility that has appropriate design and layout, equipment, operations, philosophy, marketing, sales, staffing, programming and assessments. By making your facility age-friendly, this segment of the market will become the centerpiece of your business. Demographics don't lie.

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Casey Conrad, long-time industry consultant, has developed a complete turnkey weight loss program that's designed to be installed within health clubs that combines proven weight loss programming with sales, service and marketing systems. It's easy to fit into almost any layout. It can add a valuable service to your existing members and help you attract an additional target group within your local area. Most importantly, it is proving to be a huge profit center. It's called HEALTHY INSPIRATIONS and to date there are 26 licensed locations in 10 states & 5 countries.

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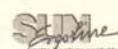
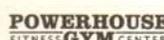
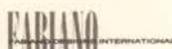
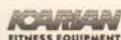
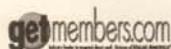
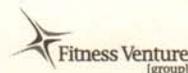


APHELION

CARDIO Theater



CLUBCOM



...Barbara Morris

continued from page 12

They are picking up their medications for their high blood pressure, their high cholesterol and their gastrointestinal problems. I think it is just awful. They can't seem to make the connection between what they are putting into their body and what's happening to their body. Its mind boggling!

Q. What is your pharmaceutical advice to one to take accountability for oneself?

A. My advice to anyone would be if you have medical problems, it is your responsibility to learn as much as you possibly can about the care and treatment of those problems. You must become an informed participant in your own health-care. This doesn't mean that you learn a little bit and then you go and tell your doctor what to do. But, you need to become an informed participant. You should also be open to reasonable alternative treatment. If you are inclined to alternative medicine and your

doctor disagrees with your point of view, well then I think it is important to then find another doctor who enjoys playing God just a little bit less. I've been very fortunate to find an anti-aging doctor and believe me I looked a long time before I found her.

Q. How did you find her?

A. Well, I had not been to a 'regular doctor' for a long time and one day someone brought in a prescription for an over the counter product that most people would not know about, but its available over the counter. When I saw that, I just 'lit up' and I called her and talked to her. And, sure enough, she was really into anti-aging medicine and anti-aging nutrition. So, I found a good fit.

Q. Barbara, does the 'Baby-Boomer' generation appreciate the benefits of a healthy-active lifestyle more than other generations?

A. I'm not sure that they do. I'm really not sure they truly appreciate the benefits of a healthy-active lifestyle. Intel-

lectually they may understand, but they don't have the will-power and the motivation to do it. It seems to me that my experience with the 'Boomers' is that they've been accustomed to expecting someone else to do for them what they should do for themselves. They want to stay young forever, but a lot of them just don't have the will power to do it. For example, a 'Boomer' woman had a bone density test and she called me. She was talking about the results and the recommendations that the doctor had made to 'headoff' any further bone density losses. She was reading down the list and when she came to weight bearing exercises, she laughed and said, 'Well, that's not going to happen!' I said, 'Well, why not?' She said, 'Because I'M TOO LAZY!' So, there you go!

Club Insider – So, she will be headed towards all kinds of aging bone problems like broken hips and other things that happen with bone density loss.!

Barbara- Exactly! She doesn't have the 'vision'!

Q. What advice would you give to a person that is now 70 years of age and has never exercised in their life?

A. Walking. If there is no reason why you should NOT be walking, then you SHOULD be walking. I would recommend treadmill walking to everyone! If you can sit for half an hour and watch your favorite TV show, you can go to a health club and walk on a treadmill while you watch TV and walk for half an hour. Or, you can buy and install a treadmill in front of your TV at home, which is what I have done. Also, many of the retirement communities now have wellness centers and the residents of those communities should definitely use the treadmills and exercise equipment that is available in their wellness/fitness centers.

Q. I assume that the same advice about walking would apply to somebody that is age 80?

Boomers Really Can Put Old On Hold

*...Barbara Morris explains in a very unique way how you can put old on hold longer than ever thought possible. A 'must read' for anyone interested in staying young!"

—Florence Henderson

Barbara Morris, R.Ph.

A. No question about it! If you're able to get up and walk, then there is no reason why you should not be walking for regular exercise! If you can walk at all, you'd be surprised how much progress you can (See *Barbara Morris* Page 28)

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IHRSA's Capitol Report

Capitol Report Reprinted Courtesy of IHRSA

NINE JUDGES AGREE TO HEAR CASE AGAINST YMCA

All nine judges of Pennsylvania's Commonwealth Court have agreed to hear the case of The Fitness Factory v. The Butler County YMCA. In most cases, only three judges hear Commonwealth Court appeals.

Steve Duckworth, owner of The Fitness Factory in Seven Fields, Pennsylvania, is suing the YMCA under the State's Institutions of Purely Public Charity Act. That law prohibits charities from using their tax status to compete unfairly with small businesses.

Duckworth is seeking an injunction to prohibit the YMCA from undertaking a proposed expansion. Fred Greenberg, who took a similar case to the Pennsylvania Supreme Court, is representing The Fitness Factory. He argues that the Y's plans to operate a "state of the art health club" is not a charitable activity and that such a facility would compete unfairly with The Fitness Factory.

Hearings begin the second week in October. Funding for the appeal is being provided by IHRSA, the Industry Leadership Council (ILC), and the Independent Club Council (ICC).

Q&A WITH ATTORNEY FRANK SWAIN: WHAT THE RECENT IRS RULING MEANS TO YOUR MEMBERS

On April 2, the IRS released Revenue Ruling 2002-19, which advised that weight-loss programs may be tax deductible when initiated at the direction of a physician for the treatment of a disease. The IRS stated that obesity qualifies as a disease for this purpose.

Previously, Attorney Frank Swain answered club owners' questions about the ruling. Here he answers questions from your members. [Feel free to reproduce this section into your club news-letter or other communications.]

Q. How do I know if I am obese?

A. Your physician will likely use the Body Mass Index (BMI) to determine your total body fat content. BMI is calculated by dividing an individual's body weight in kilograms by the square of his or her height in meters. The National Heart, Lung, and Blood Institute's clinic guidelines advise that individuals with a BMI greater than or equal to 30 are considered obese.

Q. What if I am not "obese," but my doctor has encouraged me to join a health club for stress-relief and overall general health benefits?

A. You cannot deduct your health club fees unless a physician has prescribed physical activity as treatment for a disease. Obesity is a recognized disease.

Q. What if I start a program and lose weight, so that I'm no longer "obese"? Can I continue to deduct my membership fees?

A. The IRS has not issued an answer to this question. Your continued treatment should be discussed with your doctor.

Q. Some clubs offer nutrition counseling and other health-related services. Can these fees also be deducted?

A. If your doctor prescribes these services for the treatment of a medical condition, including obesity, then you may deduct the expenses.

Q. What if my insurance already covers my health club fees? May I deduct The expenses?

A. No. The IRS only allows the deduction for uncompensated expenses for medical care, which means costs that are covered by insurance or Medicare may not be deducted.

Q. Assuming I meet the other requirements, how much of my health club fees may I deduct?

A. Taxpayers may deduct qualifying medical expenses only to the extent the total of such expenses exceeds 7.5% of their adjusted gross income. Alternatively, you may pay your health club membership fees through a health flexible

spending arrangement offered through your employer. This flexible plan allows employees to spend part of their salary tax-free on medical expenses.

Q. May I deduct the costs of my specialty diet foods?

A. No. These foods are substitutes for the food you would normally consume and satisfy your nutritional requirements; therefore, they may not be deducted.

Q. May I deduct my spouse's or children's health club fees as well?

A. If they are also suffering from a medical condition and have been prescribed exercise as a treatment, your dependents' health club costs may also be deductible on your tax return.

Q. Which health clubs qualify?

A. The IRS will consider facts and circumstances in addition to your diagnosis when considering the deductibility of your health club fees. These factors might include the location of the health club, whether an alternative health club is available closer to the taxpayer's home, the types of activities available, the services included in the health club membership fee, and whether you would be able to safely fulfill your exercise need without having to join a health club. E-mail gr@ihrsa.org <<mailto:gr@ihrsa.org>> for a copy of the full ruling.

CALIFORNIA CAP BILL IS DEAD

California AB 356 died in the Senate Committee on Rules. This measure would double the cap on membership contracts to \$2,000 while specifically excluding optional club services from that cap. This measure would also allow clubs to exceed the new cap should they wish to post a bond, extend the cooling off period to five days and agree to allow consumer to cancel the contract and receive a prorated refund during the first month of the contract.

Although the industry was unified in their approach, During the 11th hour of nego-

tations, the Attorney General's office sought to change the measure by including any optional services (such as personal training, nutritional counseling, etc) in the cap limit. This change would have pushed all clubs over the cap and therefore required all clubs to post a bond. In addition, the AG's office also pushed language requiring clubs who exceeded the cap to allow consumers to cancel their membership at any time during the first six months of the contract and receive a prorated refund for any amount over \$1,000 including initiation fees. The measure could no longer be supported by the industry and therefore was not advanced. The California Legislature has now adjourned.

IHRSA would like to thank the many operators who devoted their time, energy, and resources to try and amend this antiquated law.

AARP LOOKS TO PROMOTE 50-PLUS FITNESS

The AARP held its 50-Plus Fitness Conference yesterday, with the goal of determining action steps to increase the fitness level of older persons.

Tom Scanlon, IHRSA's Washington representative, attended, along with Surgeon General Richard Carmona, M.D., as well as representatives from ACSM, the Journal of Health Promotion, and the Sporting Goods Manufacturers' Association, to name a few.

The consensus was that if Congress can give serious consideration to a \$1 trillion Medicare drug program, it shouldn't think twice about spending \$1 billion on disease prevention and health promotion.

"It's better to take a walk than a pill," said Walter Bortz, M.D., spokesman for the Fifty Plus Fitness Association.

Y'S THAT CAN'T COMPETE, CLOSE

Three satellite branches of the YMCA of Metropolitan

Chicago are closing their doors.

The facilities were opened in shopping centers as part of a pilot project in the late 1990s. An eight-month study done by the Metropolitan Chicago office determined the centers were no longer viable.

"From what we've learned, it's just not possible (to generate a profit)," said Anne Rukavina, a spokeswoman for the YMCA of Metropolitan Chicago.

The proliferation of other fitness centers in the area ultimately hurt The I-80 Y, Rukavina said. "The market was just saturated and there was no way we could lure enough customers away from the competition to break even."

CLUB MEMBERS WOULD QUIT FOR LESS EXPENSIVE REC CENTER

Residents of Manheim Township, Pennsylvania were recently surveyed about plans for a multimillion-dollar "Overlook Community Center."

The facility would draw from the same geographic market as Universal Racquet & Fitness Center, a Gold's Gym and the JCC.

The survey was commissioned by Colorado-based Ballard King and Associates, a consulting firm that specializes in the planning and operation of recreational facilities.

Despite Ballard King's conclusion that "the specific markets served by the public and private amenities are considerably different," a full 15% of those surveyed said they would "very likely" drop their membership in a fitness center if the township built its own.

PRESIDENT BUSH ORDERS EPHEDRA STUDY

The Bush administration has ordered a new safety review of the herbal stimulant ephedra, outraging doctors who say the supplement has been linked to dozens of deaths and should

(See Capitol Report Page 30)

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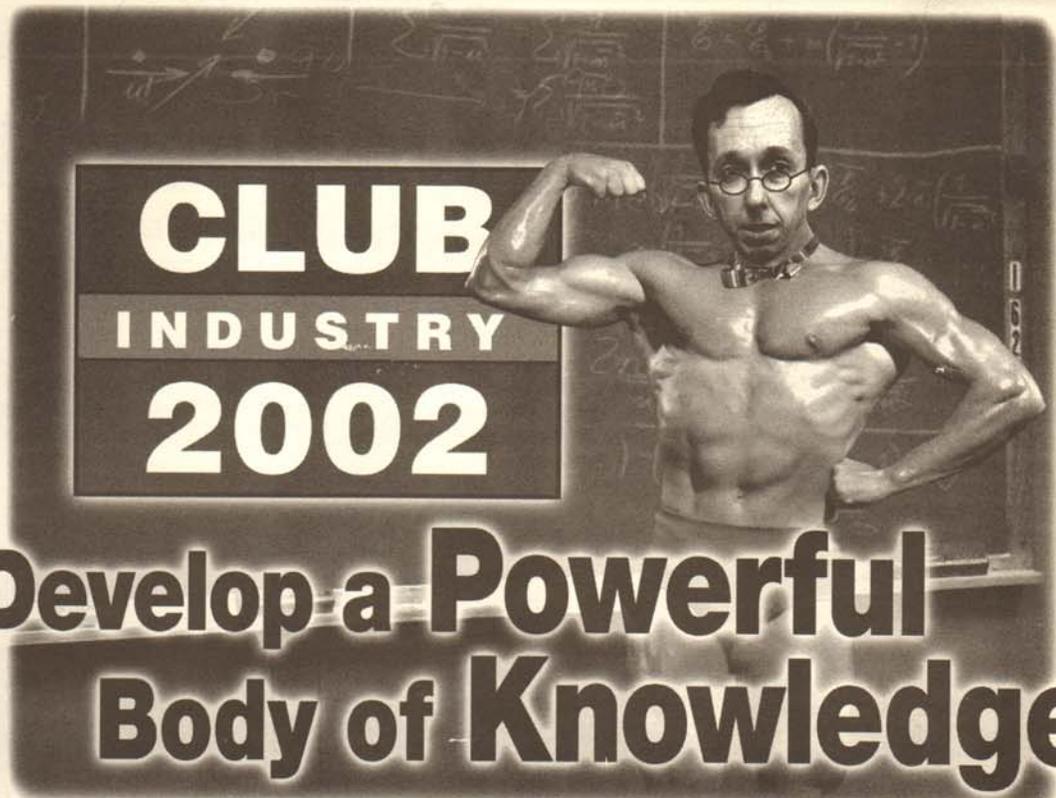
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“Spa Insider”

Spa Services for the Aging Market

By: Jennifer Lynn

Spa programming has been evolving over the last few years to include services that not only promote relaxation and pleasure but also provide visible results. According to the ISPA 2001 Spa user study, the mean age of a spa patron is 44 years. Spa owners and operators have been expanding their menus to include services that appeal to this aging market. Anti-aging programs and packages are being introduced into all aspects of the spa program to appeal to this savvy spa consumer. Result-oriented treatments and services are being added to spa menus to attract new clients, promote repeat business and partner with them in their inevitable fight against aging. The sophisticated spa consumer is demanding services that accomplish the two most important objectives; feeling better and looking younger.

Microdermabrasion is one of the latest and seemingly most requested services appearing on spa menus. It is a skin resurfacing procedure that can improve the appearance of fine lines and wrinkles, sun-damaged skin, brown spots, superficial acne scarring and treat mature skin. Microdermabrasion is primarily performed on the face and neck; however,

the benefits can also improve skin texture on hands and other parts of the body that display age. It is a non-invasive form of exfoliation. With the use of a specialized machine, micro particles, usually crystals, are passed over the skin's surface. It removes the upper layer of the epidermis. At the same time, a vacuum sweeps up both the crystals and the dead cells of the skin. The microdermabrasion technique also stimulates the production of collagen and elastin, resulting in a firmer, more youthful appearance to the skin. Clients often refer to their face as “glowing” after a treatment. As a non-surgical treatment, microdermabrasion can be performed by licensed aestheticians in the comfort and ambient setting of a spa. The most effective results come from performing a series of treatments.

Endermologie® is also a newly patented technique using a revolutionary machine to reduce the appearance of cellulite. The client dresses in a nylon body stocking to allow the machine to pass over the body without pulling at the skin. Performed by an aesthetician or massage therapist, the endermologie® machine uses unique rollers and a special vacuum to massage cellulite prone areas. Like microdermabrasion, it is also a non-

surgical, non-invasive treatment. The results after a series of treatment are reduction of the appearance of cellulite, and improved skin circulation. Combined with a regular fitness routine, endermologie® can provide miraculous results that help to reshape the contour of the body.

Anti-aging services are not limited to the results of machine-based treatments. Many product manufacturers have developed new technology in skin care products. Chemists and biologists have been studying skin and the effects of aging. As a result, new advancements in skin care products have been designed to treat wrinkles, age spots, drooping eyelids, dark circles under eyes and aid in cellular renewal. Creams and serums have been created to improve the formation of collagen and elastin. Aestheticians are using these creams, masks and serums to perform the facials, neck and hand treatments for their clients. Anti-aging facials boast the unique ability to combat pollution and other environmental elements that harm the skin. Facial care is a large component to the revenue opportunities within a spa. After performing an anti-aging facial, the aesthetician also has the opportunity to promote the retail products for continued

care at home. Anti-aging services achieve the best results if done in series and in conjunction with at-home skin care regime.

In addition to the skin technologies, hair care product manufacturers and stylists have also begun targeting the aging clientele. Treatments, such as hair masks, deep conditioners and styling products have been developed to treat, protect and deliver necessary nutrients to aged hair. Environmental pollutants over time can leave hair dull, brittle and less manageable. Proper treatment of the hair and scalp will result in a more full bodied, youthful looking hairstyle.

Undoubtedly, we are an aging nation, obsessed with our physical appearance, longevity and quality of life. As the target spa market, the “Baby Boomer” continues to age, their desire and ability to feel and look younger becomes a driving force in the spa business. By the year 2010, the United States Census Bureau forecasts that over 70 million Americans will be over the age of 65. More than 25% of the U.S. population will be at or above the mean age of the spa goer. They will be looking to combat the effects of sun damage, environmental pollutants and the natural processes of aging. Providing unique and effective anti-aging



Jennifer Lynn

treatments is a proactive means for creating repeat business and strengthening the relationship with the “Baby Boomer” generation.

(Jennifer Lynn is Director of Accounts with Natural Resources Spa Consulting, Inc. Throughout her 10 year spa career, Jennifer has also held the Spa Director position in distinguished properties such as Bellagio Resort in Las Vegas, NV and Bacara Resort and Spa in Santa Barbara, CA. Ms. Lynn can be reached at Jennifer.Lynn@msn.com or 478-405-2231.)

...Barbara Morris

continued from page 24

make just by doing a little longer distance each week as you get stronger and in better condition!

Q. Barbara, in closing do you have anything else that you'd like to share with us?

A. When you see my photos you'll say, "She can't possibly be 73 years old. But, the message I want to make is that 'Putting Old On Hold' is not all about looking young. It is about FREEDOM! It is about getting to 60 or 70 or 80 years old and beyond and being able to function like a 30 or 40 year old. You can have a fantastic 'second-life' at a time when 'conventional wisdom' says that you should be in a period

of decline. But, I think the really great thing is that if you can get to 70-years old and your 'Boomer-age' children don't have to worry about having to put you in a nursing home or worry about if you will have to come and live with them. What a tremendous gift you are giving to your family!

Q. Barbara, you mentioned you had an idea for health club owners that you would like to share. What is your idea?

A. In our area in Southern California, we have gambling casinos. The casinos send out a shuttle bus to pick up seniors at designated stops. This absolutely drives me crazy because these seniors can ill afford to be gambling. I've often thought to myself that instead of busing these people out to casinos, they ought to take them to a health

club. Our communities here spend so much money on senior programs, they should put together an arrangement with health clubs in the community that would allow them to use the club during non-prime daytime hours. They could ride the exercise bikes and walk on the treadmills. I just thought it would be a great way to get new members into the clubs during the slow hours.

Club Insider – That's a great idea. I hope some of our readers use it. Barbara, this has been a terrific interview that will help club owners everywhere. They should immediately buy your book ("Boomers Really Can Put Old On Hold") and read it and recommend it to everyone they meet and to their members. And, if they wish, they have my permission to reprint this inter-

view in their club newsletters or copy it and give it to any and all 50+ people in their club and to all 50+ prospects. I think they will get new members from it. I hope so. Thank you very much Barbara!

(Barbara Morris is available to speak at clubs in the San Diego and Los Angeles areas. Check out her website at www.putoldonhold.com and to order her book check out amazon.com)

Make It Fun!

50+ Market Special Report

An Interview Contributed By David Lahait

Dale Dibble, age 83, is a Co-founder of the IHRSA (the International Health, Racquet and Sportsclub Association). For years Dale was the co-owner of the Cedardale Athletic Club in Haverhill, Massachusetts. He has been retired in Naples, Florida for a few years. Dale is the most active member of the Bentley Village Wellness/Fitness Center and contributes greatly to the entire 170 acre Hyatt development with his ideas, his energy, teaching and sharing.

David Lahait is the Director of the Bentley Village Wellness and Fitness Center (a Hyatt Classic Village) in Naples, Florida. Dave is an industry veteran and was actually recruited by Dale Dibble to come to Naples and become involved at Bentley Village.

Dave Lahait took some time to answer our questions and those questions and answers appear below.

Q. Dave tell our readers about our friend Dale Dibble and then I have some questions about your operation there in Naples.

A. Dale is very well respected and liked at Bentley Village. His enthusiasm and upbeat positive attitude is contagious to everyone that he meets. Dale has volunteered much time and money in developing a comprehensive computer program at Bentley Village. The wellness room has four computers and a large screen television for residents use. Also a large screen/computer in the auditorium for classes and seminars. He makes house calls to assist residents that need help with their computer. He is also a wiz with the digital camera. He takes many pictures and puts them on the bentley-village.com web site. He has influenced at least over 400 hundred residents in the use and purchase of computers. But more importantly for me is that he is a great mentor and friend to me. You can't help but learn from Dale because of his attitude and willingness to share and help.

Q. Dale is an active member and exerciser is he not?

A. He sure is! Dale uses the Nustep, elliptical crosstrainer and the Keiser equipment for strength training. Kaiser is great equipment which is very popular with our residents. Keiser, with the push button control and one pound increments makes it easier to use. Also residents with visual problems can use the Keiser because of the push button control. I know for our population, that they would not take to other types of equipment as easily as Keiser. The Nustep also is very popular because it is so easy to get on and off. Nustep can combine strength and cardiovascular training.

Q. Dave, what is your background with the Hyatt Corporation?

A. I was involved with other communities for Hyatt, but there has been a change of corporate administration and I am now primarily a wellness coordinator for Bentley Village. But I have had input as a consultant with the equipment and design of two of the newer Hyatt Residence communities. But I am primarily involved only with Bentley Village.

Q. Please describe the facility?

A. Our wellness facility is 2,000 square feet with 3 distinct areas in the facility. **A.** We have four computers and a large T.V. screen along the wall. **B.** We have a large social area made up of two tables with coffee, newspapers and fruits. **C.** The rest of the area has our cardiovascular and Keiser equipment.

Q. How many residents do you have there? I also understand that you have a very high attendance rate amongst the residents. Tell me about that.

A. We have a great attendance record. We average over 160 residents a day in the wellness room off season and over 180 in season. 3,000 + residents a month. Overall, for both wellness room and programs 3,300. I am sending you a monthly report for August that will give you all numbers for all programs. This is home to 900.

Q. Of the 180 regular exercisers

at your facility, do you have any idea how many or what percentage of them were regular exercisers prior to moving into Bentley Village?

A. I would say that about 20% were regular exercisers before moving into Bentley Village.

Q. What is the average age of your clientele?

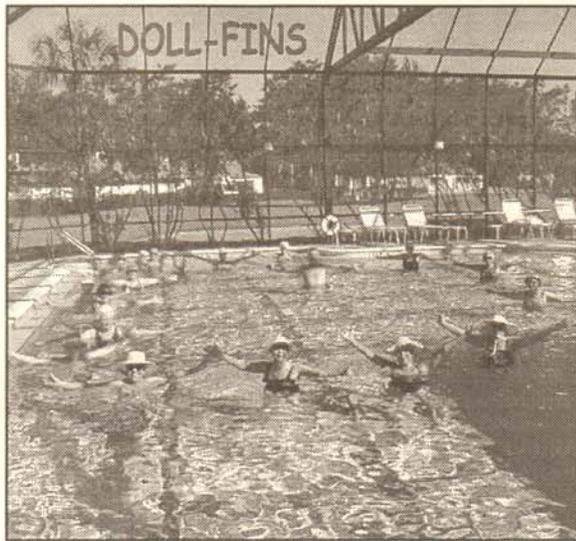
A. Our average population's age is 79. We also have at least 20 residents ninety plus years of age that uses the wellness room and participate in wellness programs.

Q. Can you share the steps you take with those that were not regular exercisers prior to coming to Bentley Village. In other words, how do you convert them from non-exercisers to exercisers?

A. We convert residents that were not regular exercisers with tender loving care. We make them feel very comfortable in the wellness room by introducing them to other residents, giving them a lot of attention and most importantly we do not overwhelm them with the equipment. We usually give them 4 pieces of equipment to start, two cardio-vascular and two strength training. We will assist them and encourage them and not physically exhaust them. We want them to feel that they exercised, but looking forward to coming back.

Q. You are seeing amazing results with Dale Dibble and his exercise program. (For those that do not know, Dale was told by his doctors at the Cleveland Clinic in Ohio almost two years ago that he had only two to four months to live - tops! Yet, Dale has persisted in his regular exercise and appears to be defying all odds.) Can you share what you know about Dale's amazing success?

A. Dale is the perfect example of someone who believes that a positive attitude and a commitment to exercise is one way to beat the odds. The result being that Dale has built a whole new highway of auxiliary veins in his heart. We have many residents like Dale that are doing this and these residents inspire others to exercise and



Bentley Village Doll-Fins

keep a positive attitude.

Q. Beyond exercise, you have created a true "club" environment in your facility. Share that with us please?

A. We are a true wellness room in that you will encounter the mental, physical, social, spiritual and emotional aspects of wellness while you are in the wellness room. The wellness room has become the hub of all activities. It's a place to meet people, to relax, to exercise, read a paper, check your e-mail and is a place of healing for one who has lost a spouse. Also is a good source of information on what is happening around Bentley Village.

Q. When you are dealing with individuals that are 70+, what would you say are the key ingredients to getting them to start exercising and sticking with it?

A. The key ingredients for getting residents starting and sticking with a program is simply making the wellness room a fun and social place.. We want them to feel better physically and emotionally when they leave than when they arrived. We want them to look forward to coming back and also to bring their friends. We educate them on the importance of exercise, listen to them and don't over exercise them.

Q. Dave, please add any other comments that you think might help our readers reach out to the 50+ Market and get them involved in fitness.

A. The key to reaching out to 50+ markets is: 1st- hiring the right staff. That means a staff that is compassionate, good listeners, motivators and most important being visible by walking constantly around the room encouraging, listening, joking and correcting poor execution of an exercise. You have to make each individual feel important and that you care. You have to greet people by their first name, also say hello when they enter and say have a good day when they leave. 2nd- you need good equipment that will meet the needs of the 50+market. Keiser and Nustep are terrific! 3rd- staff has to work hard in being upbeat and positive. 4th You have to make the environment a fun, social and exciting place.

(Dave Lahait is the Director of the Bentley Village Wellness/Fitness Center. Dave may be reached at: dlahait@hotmail.com)

**THE INTERNATIONAL HEALTH, RACQUET & SPORTSCLUB ASSOCIATION ANNOUNCES
DETAILS OF ITS 22ND ANNUAL INTERNATIONAL CONVENTION & TRADE SHOW**

IHRSA Welcomes Impressive Roster of Keynote Speakers and Introduces "IHRSA Feature Presentations" to its Lineup

IHRSA's 22nd Annual International Convention & Trade Show will take place February 26 through March 1 of next year at the Moscone Center South in San Francisco, CA. The theme of the 2003 event will be "Good to GREAT," inspired by the best-selling business book authored by Jim Collins, one of this year's keynote speakers.

Attended regularly by a full range of health club and manufacturing personnel, IHRSA's International Convention & Trade Show continues to be the

fitness industry's premiere educational, networking and product showcasing event. Over 250,000 square feet of exhibition space will be filled with state-of-the-art fitness equipment, products and services. In addition, IHRSA will provide attendees from over 60 nations with a variety of innovative educational programs designed to teach and assist health club owners and personnel ways in which to improve and grow their businesses.

Keynote speakers at this year's event will include Pat Croce, Owner of the Philadelphia 76ers and head of Sports Physical Therapists, sponsored by The American Council on Exercise; Paul Zane Pilzer, author and professor at New York University;

and Jim Collins, author of "Good to Great: Why Some Companies Make the Leap... And Some Don't," sponsored by Precor.

Added to this year's educational programming will be the "Feature Presentation" series, which will showcase a variety of leading motivational speakers from outside the health club industry. Speakers will include Vince Lombardi, Jr., son of the legendary football coach, Vincent T. Lombardi, who will advise on motivation, commitment and mental toughness; Lisa Ford, author of the videotape series, "How to Give Exceptional

Service," the highest selling business tape series in the U.S. for the past 5 years, who will

speaking about customer service; Mike Schlappi, wheelchair basketball player, four-time Olympic medal winner and author will present "If You Can't Stand Up, Stand Out!"; and Dr. Amy Eyler, researcher and expert on women and physical activity will present "Women: Why They Should Exercise, Why They Don't and What You Can Do To Motivate Them," sponsored by the American Council on Exercise.

"This year's event promises to be our best yet and we are thrilled about returning to San Francisco," said John McCarthy, Executive Director of IHRSA. "Each year, along with the continual growth of the fitness industry, this event grows to meet the changing needs of health club operators,

industry suppliers, and equipment manufacturers."

Additional information, including extended biographical information on keynote speakers and feature presentations for the 22nd Annual International Convention and Trade Show is available at www.ihrsa.org/meetings.

The International Health, Racquet & Sportsclub Association (IHRSA) is a nonprofit association dedicated to the growth, protection, and promotion of the health club industry, and represents more than 6,500 clubs worldwide. IHRSA is an international leader in health club industry education, research, and advocacy.

...Capitol Report

continued from page 26

be immediately banned.

At least 54 deaths and

about 1,000 reports of complications have been linked to the popular supplement since the mid-1990s, according to an analysis in the New England Journal of Medicine two years ago.

One theory is that the herb, especially when combined with caffeine or exercise, over stimulates the heart.

Federal law forbids most regulation of dietary supplements unless the FDA proves danger. Three years ago, citing death reports, the agency attempted to bar certain high ephedra doses. Industry protests killed the move, and a General Accounting Office report said that while ephedra clearly was risky to some people, the FDA's statistics were sloppy.

So FDA officials reanalyzed and began working toward warning labels. Advocacy group Public Citizen petitioned for a ban. Instead of deciding on either option, the Department of Health and Human Services hired Rand Corp. to review all scientific reports on ephedra's safety. Results are due this fall, when the National Institutes of Health will determine what additional research is needed.

**TAXPAYER GROUP
BLASTS YMCA'S
"PATHETIC" CHARITY
TOTAL**

At a press conference this afternoon, watchdog group

Allies for Rational Taxation (ART) called for the YMCA of Southwestern Indiana to withdraw its proposal for a new \$7 million health club.

ART's mission is to inform Evansville residents about the implications of the Y's expansion strategy.

Bill Butterfield, owner of the Tri-State Athletic Club,

Evansville area -- \$150,000 annually, said Butterfield. "What he does not tell you is that the Y's top two employees alone rake in more than \$165,000 in personal compensation. That's \$15,000 more than the value of the Y's entire annual charitable contribution!"

The Y, of course, doesn't pay a penny in taxes.



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and a member of both IHRSA and ART, explained, "The Y has been very open about their intentions -- they want to go where the money is. They want to put this new fitness facility in an area where the average household income is over \$70,000."

Butterfield also informed members of the media that the compensation for the top two Evansville Y officers exceeds the total amount of charitable value that the organization gives to the city.

"The Y's CEO trumpets the company's total charitable contribution to the

The annual tax bill for Tri-State Athletic Club, on the other hand, is \$400,000. "Factor in the taxes that the other members of ART pay," said Butterfield, "and suddenly you begin to understand how important taxpaying fitness clubs are in Evansville."

The Y has refused ART's offer of a joint marketing study to see if the market can support the proposed facility.

"Come hell or high water, they intend to build, no matter what anybody says," said Butterfield.

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