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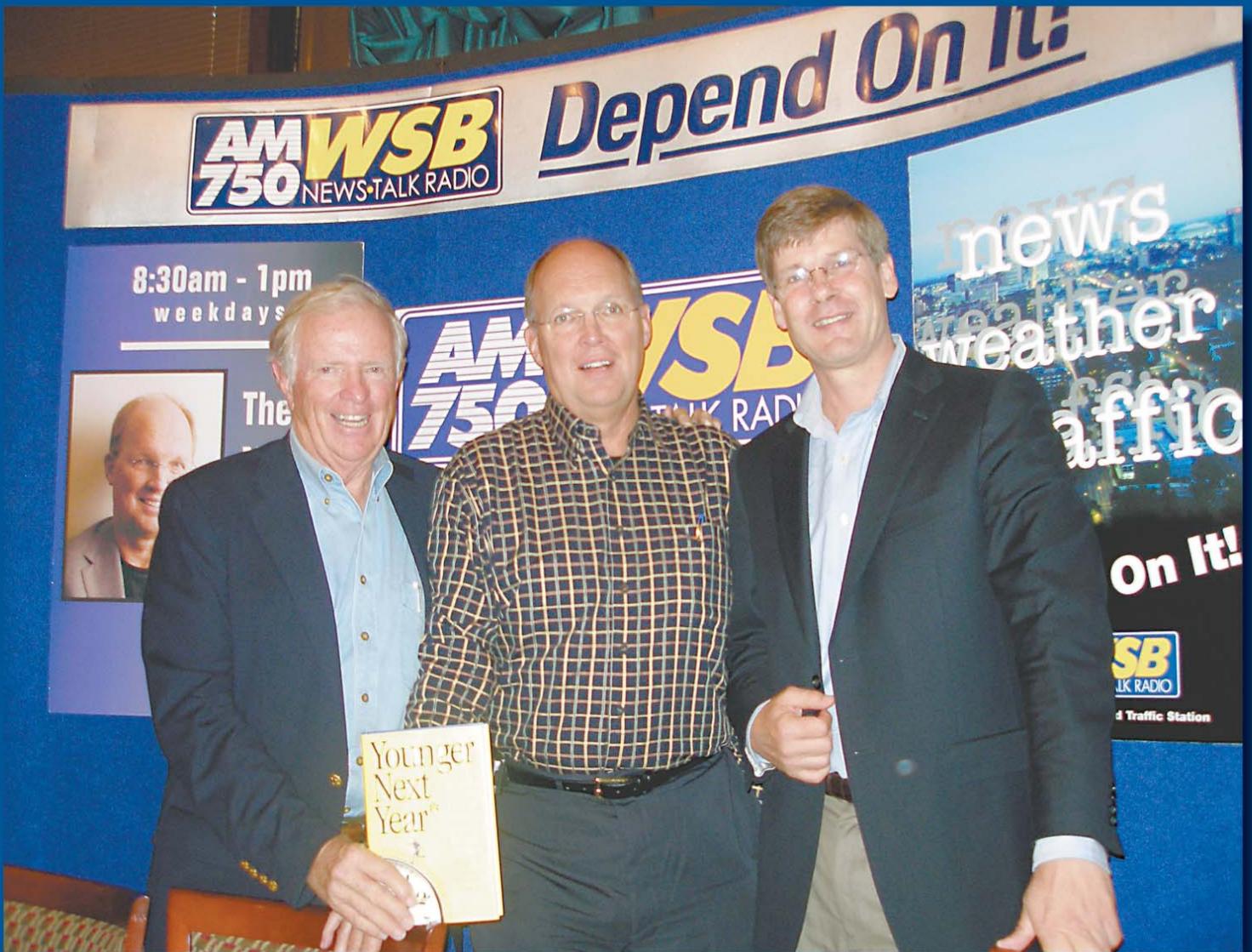
Norm Cates'

# THE Club Insider

## NEWS

NOVEMBER 2007

*The "Pulse" of the Health, Racquet and Sports Club Business*



(L to R) Chris Crowley, Neal Boortz - "The Talk Master" for 38-years and Dr. Henry S. Lodge

## **"Younger Next Year"**

**To Grow Your Club Membership**

*Neal Boortz Hosts Power Lunch with Authors Chris Crowley and Dr. Henry S. Lodge*

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# THE Club Insider

## NEWS

The "Pulse" of the Health, Racquet and Sports Club Business

## "Younger Next Year" To Grow Your Club Membership

Neal Boortz Hosts Power Lunch with Authors Chris Crowley and Dr. Henry S. Lodge

### Part I

By Norm Cates, Jr.

The October CLUB INSIDER News "Insider Speaks" column, by yours truly, focused on an important industry question: "Where are you going to get your new members from?"

In that writing, I provided two answers: #1) from the almost 200 million overweight/obese Americans. And, #2) from the "Baby

Boomer" generation of 78 million Americans born from January 1, 1946 until 1964.

Markets that in the past were dominated by independent club owners who had arrived first, are now being inundated with new club products and offerings. New competition of all kinds is arriving. Thousands of new competitors ranging from 500-square foot personal training centers to huge mega clubs built by

Life Time Fitness, the organization I refer to as the '900 pound gorilla in our industry continue to arrive in already well served markets.

Today, we will focus on how to generate new club members from the "Baby Boomer" generation by sharing a unique Neal Boortz Radio Show Power Lunch with "Younger Next Year" (YNY) authors Chris Crowley and Dr. Henry S. Lodge, held in

Atlanta, Georgia in September. The book was released about two years ago, but had not come to the attention of star radio talk show host, Neal Boortz, until he and his wife, Donna, were in the Bahamas for vacation a few months back. Donna had found the book at a library in the town where they were vacationing and brought it back to their quarters for Neal to read. He devoured it!

The book "Younger Next Year" has changed Neal Boortz' life. And, its messages can change many lives and your club business. Neal Boortz is 62 years of age. After reading the book, he went wild about it and spent a significant amount of time sharing information about it with his listeners, mentioning it almost ever day for awhile. Due to Neal

(See "Younger" page 26)

## 15 Years and Counting! I Am Thankful for...

By Norm Cates, Jr.

### 15 Years and Counting!

Yes, we're beginning our 15<sup>th</sup> year of publication of

The CLUB INSIDER News this month! I am very thankful for that. 14 years ago, this month, I published the first issue of The CLUB IN-

SIDER News and launched it at the Club Industry Show in Chicago. I am thankful for these past 14 years and I will express my thanks here. But,

I am also thankful for many other things, and in honor of Veterans Day and Thanksgiving this month, I set forth my thanks here now for the

record.

Thanksgiving is a holiday where Americans remember our founding fathers (See 15 Years page 6)

## Alan Schwartz Honored With Club Industry's Lifetime Achievement Award

### Weights In On the State of the Industry

By Norm Cates, Jr.

Alan Schwartz has been in the club industry since 1969. Through the years he's achieved an awful lot. He's taken his original Mid Town Tennis Club, opened in 1969, to become TCA Holdings, Inc. an industry conglomerate with ownership of 13 Mid Town Athletic Clubs, Pro Active Partners

that manage and has ownership interests in approximately 30 corporate fitness/wellness centers, the TCA Corporate Equity Division involved in sportsclub and other real estate investment holdings and Tennis Corporation of America Division that develops and markets tennis programs and products. Tennis Corporation of America under Alan's leadership, developed

the "Tennis In No Time" program that has now taught over 2 million people to play the game. He also served on the Board of Directors of the United States Tennis Association (USTA) for eight years, including two years of service as its Chairman, CEO and President. More than 30 years ago Schwartz founded the National Tennis Association (NTA). NTA later became

one of two organizations that due to the vision of Rick Caro, came together with the National Court Club Association (NCCA), to become the International Health, Racquet and Sportsclub Association (IHRSA). Alan Schwartz' achievements have continued now for over 38 years and after Club Industry's Fitness Business Pro Editor, Pa-

(See Alan Schwartz page 14)



Alan Schwartz

## Royce Pulliam Ditch's Gold's Gym Brand

By Norm Cates, Jr.

Royce Pulliam, a Lexington, Kentucky guy with

movie star looks and who flies around the country in his own jet, has been using his life for a much better pur-

pose than movies. Until last week, his company owned 25 pretty amazing Gold's Gyms. Royce had grown his Global

Fitness Holdings, Inc. to be the #1 Gold's Gym franchise operator in the world. Now, he is going to continue his

purpose in life by growing his new brand... "Urban Active".

(See Royce Pulliam page 16)

### • Inside The Insider • Celebrating 15 Years and Counting!

- Want to increase retention? Want more referrals?
- Augie's Quest Teams with Clubs for the Cure to Raise \$3 million to fight ALS!
- Iron Grip Barbell Company Launches New Competitive Barbell
- GymTicket.com now in 3,000+ clubs and generating 5% of U.S. membership leads!
- Maryland Membership sales tax fight continues
- Bailey brothers club count hits 12 in Florida and Georgia.
- Mike Minton's Sportplex receives huge State grant!
- The 900-pound gorilla Life Time Fitness sits on big profits!
- Study - extra saying extra fat is O.K. labeled hogwash.

# Norm's Notes

## Thank You

To The *Club Insider* News  
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- **Tom Kulp**- Executive Director- Universal Athletic Club- (717) 490-8063

• Hello everybody this is your friendly **CLUB INSIDER News Publisher for 15 Years and Counting** checking in!

### • Strike up the band!

Oh yeah...I'm wired up today! I'm wired up because the good Lord was willin' and he allowed me to continue in life and kept this work called **The CLUB INSIDER News** rolling off the presses for a now completed 14 years. **15 Years and Counting!** Ahhhhhh! Music to my ears! Please read my page #3 writing to you all entitled: **15 Years and Counting! I Am Thankful for...**



• **AUGIE'S QUEST** continues to raise funds for research for the **Cure for ALS**, a/k/a **LOU GEHRIG'S Disease** and as of this date, November 9, 2007, the total raised in 24 months is an amazing \$11,848,468! Club people from across America are stepping up and giving! Less than one week from when I mailed out **The CLUB INSIDER News** October issue with **AUGIE NIETO'S** book cover story I received a check from long time friends in the industry made out to **Augie's Quest for \$5,000!** I am not going to disclose the identity of this wonderful couple's name, but we've been friends for about 30 years and they are two of the greatest people you could ever hope to know. Augie and his wife **LYNNE** were on the **Today Show** yesterday morning, November 7, 2007, the day he launched his amazing new book, **"Augie's Quest... From Success to Significance"**. The book is now available at: [augiesquest.com](http://augiesquest.com) and I urge you to buy it,

read it and make a contribution. You may also view the Today Show video on the website and make a contribution right then.

• **PAT LAUS**, the owner of the terrific **Atlantic Club** in Manasquan, N.J., is serving on the **Augie's Quest Beach Bash Committee** with **BIG JOHN MCCARTHY** and others. Pat called me as soon as she received my October edition to thank me and tell me how thrilled she was to see Augie's cover story edition. I thanked her and told her that because of her team's very successful work on their **Clubs for the Cure Avon Walk to Fight Breast Cancer**, that raised **\$800,000**, I felt she was the perfect person to build a plan for all club owners across North America who would like to get their club membership involved in helping find a **Cure for ALS**. A press release about that plan, now called **"Club for the Cure"** appears on page 22, opposite the new Club For Cure ad on **page 25**. Please consider engaging yourself in a real focus on this ALS Cure challenge. Join the industry wide team to help raise funds for Augie's Quest and help us raise the awareness of Americans and all others around the world about ALS and how devastating it could be to them or a family member or friend. If you chose not to involve your club, perhaps you would like to send a tax deductible contribution directly to the **Augie's Quest Fund**, as my industry friends did. Send it to: **Attn: MS. GRETCHEN BOHRER, MDA District Director, 1805 E. Garry Ave Suite 100 Santa Ana, CA 92705.**

• **IHRSA 2008** will happen in fabulous **San Diego, California March 5-8<sup>th</sup>** and I **URGE** you to be there! My son, Justin and I will be there at **IHRSA Trade Show at Booth # 4424**, so please plan to come on by and visit. The **Beach Bash for Augie's Quest** will happen on Thursday night, March 7<sup>th</sup> and I hope you'll be there with us! Please check out the **"Clubs For Cure"** ad on **page #25** and make plans to pitch in

between then and now and organize a **Clubs for Cure event** at your club(s). There is no reason that our **ENTIRE** industry nationwide cannot weigh in heavily on this effort by mobilizing your millions and millions of members and helping **AUGIE** and **LYNNE NIETO** find a cure for ALS.

• Welcome to our new advertisers: **MIKE GRONDAHL's World Gym's Key Clubs (page 2)** and **GymTicket.com (page 30)**. Grondahl has now launched his 3<sup>rd</sup> significant clubs chain product. And, we all know this business continues to be about signing new members and keeping them. Well, to sign 'em up, you've got to have them as qualified prospects, first. You know that means marketing investments. My long-time friend, **RICK CARO** and a young fellow named **HOWARD LERMAN** teamed up to create this new business, **GymTicket.com** that I believe will, over the next 10 years, produce more new member prospects than any initiative in the history of this industry. I write this because I know the minds and previous achievements of the fellows at **GymTicket.com**. So, please check out the **GymTicket.com** ad on **page 30**. Folks, having **GymTicket.com** producing new member prospects for your clubs is easy to achieve. It's simple, efficient and provides new member prospects at an extremely low cost per prospect, when compared to what the average club spends on marketing and promotion to get a qualified new member lead. I promise you will be glad you started to employ **GymTicket.com!**

• Last month I wrote in one of my infrequent **"Insider Speaks"** columns about two very significant markets for club membership that our industry has yet to come even close to tapping significantly: the **obese/overweight market of 200 million Americans** and the mature, 50+ market, particularly, the 60+ market of **78 million "Baby Boomers"**, people born from January 1, 1946 until the end of 1964. To follow up on my



Norm Cates, Jr.

writing last month, I've published a really terrific cover story this month with Part I of the full transcript of the recent **NEAL BOORTZ Radio Show Power Lunch** featuring **"Younger Next Year"** authors, **CHRIS CROWLEY** and **DR. HENRY S. LODGE**. Part II will appear in our upcoming December edition. Please take the time to read this amazing radio show transcript and learn how to employ the writings in this book to increase your membership base significantly.

• The **BAILEY brothers: DON, DAVID and DARYL**, have a terrific 25-year run with their clubs going in their Jacksonville, Florida-based **Bailey's Gym, Inc.** a **Powerhouse Gym** organization. They recently grew across state lines when they opened a new 21,000 square-foot gym in Brunswick, Georgia, on September 17th. In May, they acquired **Orion Fitness** in Gainesville, Florida. The Bailey brothers now own and operate 12 facilities and seek to build or acquire 3 more in 2008. Their move into Gator territory in Gainesville, Florida was a real gutsy move because of the long running market presence of **JOE CIRULLI's** now three **Gainesville Health and Fitness Centers**. Joe was **IHRSA's 20<sup>th</sup> President**. Of all the independent club operators in the U.S., I rate **Joe Cirulli #2 in America** and he's #2 on my list *only* because I rate the **"Legend in Lafayette"**, **RED LERILLE**, as the **#1 independent** (See Norm's Notes page 12)

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### ...15 Years

continued from page 3

and give thanks for their determination as the creators of this great social experiment called America. The wisdom of our founding fathers was deep. The creation of our Constitution and the Declaration of Independence on July 4, 1776 gave America its start. America has become the shining light on earth for those in pursuit of life, liberty and happiness. America has its challenges today, as do all countries. But, we are a country of people who care and who give. We are a country that rises to challenges, finds solutions and applies those solutions. We are a country that leads the world of capitalism ...and in fact, has taught the world about capitalism. Veterans Day is tomorrow, November 11<sup>th</sup>. We should all have remembered our veterans as we are a country that has been forced during our history to engage itself in conflicts to protect our great land and our freedom and liberty. We are a country whose troops, airmen and seamen have made huge sacrifices, millions giving their lives, so we may all remain free and enjoy our liberty everyday. Today, I write some of these words in honor of Veterans Day. I say thanks to the men and women of our U.S. armed forces, dating back to the Revolutionary War all the way until now in the Middle East, for their dedication, sacrifice and service for all of us. Today I say thanks to

the families of the men and women of our armed forces. As the son of a U.S. Air Force veteran of World War II and the Korean War, I know first hand of the sacrifice all military families make. Today I say thanks to my Dad for his 20 years of service in the U.S. Air Force and for his 25 years with Pratt and Whitney Aircraft. My Dad's entire life work has helped defend and served America well and I am so proud of him. And, I say "Happy Birthday Dad" a bit in advance. That's because on December 27, 2007, Dad will be 90 years old. God bless you, Dad, and Louise (his wife now of 15 years). I am thankful for my Dad and all of the other great American patriots called "The Greatest Generation" by book author, Tom Brokaw in his book with that name. I am thankful for their patriotism, their selfless giving to America and their dedicated sacrifice for all of us. And, I am thankful to all of you who have served your country in the United States armed forces.

***I am very thankful to my many club business friends over 34 years!***

***I am very thankful*** for many people who've been in my life during my first 20 years in the industry as a club developer, owner and operator. I am thankful for Rick Caro as both a business associate and very good friend. Without Rick Caro's vision 27 years ago, IHRSA might not exist today. If IHRSA had not

existed for the past 27 years, our industry could now be what it was then in 1981...an industry with NO future. Rick Caro changed all of our futures when his dream turned to IHRSA. I am thankful to my long-time friend, John Wineman, in Chicago. John is the first contact I ever made in this industry when I called him on the phone in 1973 to learn about his Chicago-Land Courthouse Racquetball Clubs. I am thankful for my first and only partners in the club industry, Rich Boggs, Ray Irwin and Fred Streck and I am thankful for each of their special talents and contributions when we worked hard together to develop Courtsouth, a chain of 9 clubs in Atlanta and the Southeast in the late 70's and early 80's. I am thankful to all of the employees who worked for my clubs during my 20 years as a club developer, owner and operator. But, since I was the "Boss from Hell", I want to thank them now for their forgiveness. I still hear from my key people from those days and I am happy to report that they are all doing very well. I am thankful to all of the people who helped Rick Caro and me create IHRSA in 1981. I am thankful to have been honored by my Board Members of the National Court Club Association (NCCA) as they elected me as the last ever President of the Board of Directors of NCCA. I am thankful to the five other IHRSA Founders who worked with Rick and me to start the Association in 1981, Dale Dibble, Curt Beusman, Todd Pulis, Peter Donahue and Jennifer Wayt Saslaw. I am thankful to the first IHRSA Board of Directors ever, for electing me to serve as the 1<sup>st</sup> IHRSA President in 1981. (Then called IRSA.) I am thankful to the thousands and thousands of IHRSA club owners who joined what we called IRSA in 1981 and have supported the Association since day one and for 27 years. I am thankful to Big John McCarthy who led IRSA/IHRSA right from the beginning and for an amazing 25 years before retiring on June 30, 2006. I am thankful to Chuck Leve, now the Senior Staff Member at IHRSA, for his early work with IRSA/IHRSA and

his 27 years of terrific service at IHRSA. I am thankful to Joe Moore, who stepped into John McCarthy's huge shoes as IHRSA's new President/CEO on July 1, 2006 and has done a great job for his first 1.5 years in that all important role. I am thankful for Team IHRSA, the great group of people at 263 Summer Street in Boston, who, under the leadership of John McCarthy and Joe Moore, have now built IHRSA to be the dominant worldwide club association power of 8,800 clubs in 74 countries and who provide solutions everyday for club owners and operators. I am thankful to the approximately 200 IHRSA member club owners who, over the past 27 years, have invested huge amounts of their very valuable time and energy to serve as IRSA/IHRSA Board Members. Their leadership, creativity and focus has driven IHRSA to become the world's greatest association for this industry. I am thankful to all of the Associate Members of IHRSA...companies like CheckFree Corporation, ABC Financial, Affiliated Acceptance Corporation, Sales Makers, Body Training Systems, SCIFIT, Visual Fitness Planner, ActiveXL Promotions, Thin&Healthy Total Solutions®, Association Insurance Group, Inc., Fitness and Wellness Insurance, Iron Grip Barbell Company, In-Tek Strength, Greenmaple Wellness, FitRewards, National Fitness Business Alliance, The Thomas Plummer Company, Fabiano Designs International, Take It Off Weight Loss, Susan K. Bailey Advertising, Sports and Fitness Insurance. These great companies provide key services for clubs to reach for, attain and maintain profitability. They are what I call "The Spokes In the Wheel of The Great Club". (The "Wheel" article coming next month)

***I am thankful to everybody involved in the now successful 14 year run of The CLUB INSIDER News***

I started The CLUB INSIDER News with a used computer I bought from a friend for \$100. I didn't know how to use a computer when I started The CLUB INSIDER News because at the time, I

didn't own one until my \$100 Apple. But, I did know how to type. I'd learned to type in Summer school at Rome Free Academy High School in Rome, New York in 1963.

The CLUB INSIDER News was the brainchild of the Faust Executive Roundtable #1. This roundtable was assembled by my good friend, Rick Caro and included Rick, Curt and Jane Beusman, Red Lerille, Todd Pulis, Dick Trant, Mitch Wald, Cecil Spearman, Jay Kell, Dale Dibble, Marc and Debbie Eisenzimmer, Carl Porter, Jill Stevens Kinney, Jim Farrell, Tom Lyneis and me. Having made up my mind to become a "Mr. Mom" for our 8 year old son, Justin, I went to our Roundtable #1 Meeting in Chicago in January, 1993. There I had the chance to present to our group a list of 10 possible businesses so I could pick one to establish. The #1 criteria was that I wanted to work at home so I could be a "Mr. Mom" for Justin as we had built an antique store for his Mom, Ilena, and I knew she would be there a lot. From that list of 10 ideas, the group picked the idea of me starting an industry newsletter. I remember Jane Beusman's words that day very clearly. She said, "Our industry needs a publication that is irreverent, outspoken and that 'Tells-It-Like-It-Is' to deal with things that go on in our industry that the glossy magazines will not deal with." I thought then about the irony, because I had flunked English 111 my freshman year at N.C. State. But, I pressed on because I figured with work I could get better at writing. A few months later our group met at a hotel in Del Mar, California. There I reviewed my development work on the newsletter, as it was called then. I call it a newspaper, now. But, it started as a no-advertising newsletter for the first 9 months. I doggone near busted out trying to survive on subscriptions only. I remember words from that meeting. There were 14 of us in the room. At one point there were 9 people throwing out potential names for this newsletter. Suddenly, Curt Beusman said, "The Insider". Then, he said: "The CLUB INSIDER". Then he said, "The (See 15 Years page 10)

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# Want to increase retention? Want more referrals?

By Ed Tock - Sales Makers

**The growth of the number of clubs in nearly every market is far outpacing the growth in new memberships in established clubs.** Club owners and managers must *work smarter* to stay competitive. All of the little things you do can make a big difference. Most importantly, you need to keep your current customers happy and "earn" referrals from them.

In most clubs, more than 30 to 60% of your new members are referrals from happy members. Do you spend 60% of your time or money in this area? If this same question was asked of a different new member source, would the answer be the same? Probably not. *Earning referrals, not just asking for them* is the most **cost effective** way at *maintaining* and *growing* your business and your sales team is the

key to beginning this process with the new member.

It takes much more than the prospect of an attractive fleece vest or a free month to kick-start the membership referral process. This is an industry that has always relied on member referrals to hit budget, but they are one of the most underutilized items in the membership department's toolbox. Research shows that nearly 70% of clubs fall short of their potential. How does your club measure up?

Your sales team needs to learn practical techniques in a *Proven System* that will show you the keys to unlock your full sales potential. It's a *System* that creates satisfied customers, enthusiastic referrals and increased retention! Ross Perot once said "..... Brains and wit will beat capital spending 10 times out of 10." But, American corporations haven't

caught on. Only 30% of them give their sales forces any training whatsoever. Sales are where the money comes from. Require regular training and retraining. Get everyone into the act. Put your whole company into selling mode.

**Want to increase retention? Want more referrals?**

The retention process really begins as soon as a prospect becomes a new member at your club! When someone joins your club it not just a new sale but also someone who is usually now undergoing a behavior modification change in their life. According to industry studies, most new club members are *regular non-exercisers* when they first join your club and **30 % of them stop using your club in ONLY 3 weeks!** To create a new habit of exercising new members need 21 days of positively reinforced

behavior. Your sales team is a crucial part of your successful retention of these new members.

In this Proven System the "real" sale begins **AFTER** the customer has given us his money and signed the membership agreement! This is also the heart of the Sales Makers' System, which has successfully helped over 1,200 clubs substantially increase their sales & retention since 1981. It is then the job of the sales team to "sell" the new member on the idea of coming to the club on a regular basis (at least once a week or more), getting some results (usually feeling good & more energy in the beginning ..... weight loss & muscle tone take more time & discipline) and most importantly...*telling all of their friends how great they now feel since they have been exercising, which will, in turn, increase both retention and referrals.*



Ed Tock

The retention process begins with the sales team. It should be the focus of each sales person first to motivate the customer on the tour by sharing the customer's vision of what results and benefits they desire. After they become a member, it is the responsibility of the sales person to help  
*(See Ed Tock page 8)*



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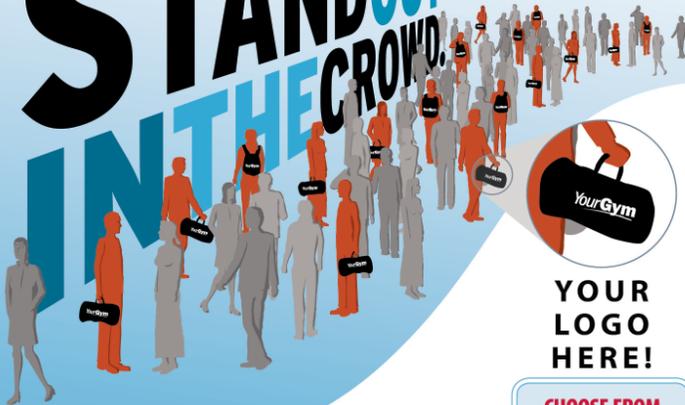
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- ▶ reap the benefits of hundreds or thousands of "walking billboards"?
- ▶ say "thank you" to long-time members?

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### ...Ed Tock

continued from page 7

keep the new member motivated and encourage them to exercise as often as possible.

Sales Makers has developed proven strategies to systematically increase member referrals as well as increase member retention. It first starts with a handwritten thank you note sent to every new member the same day that he joins. The sales person will also send out birthday cards to all new members as well as another thank you note to all members referring a friend who also joins the club. The new member needs positive reinforcement, not just when they walk into your club, but *especially* when they are *not* at your club! They need to feel they are getting more than just expected service – (they expect you to be nice and to say hello every time they come in... this is just being polite.... it's not really service). We need to remember we are also in the entertainment and hospitality business. We need to give all of our members (not just the very regular exercisers) noticeably superior service! This happens both in the club and in other ways through our sales teams and our retention staff.

If you had your choice, would you rather make a cold call or call on a referral? Naturally, any salesperson in their right mind, would choose a referral call. The odds of securing a face-to-face appointment are infinitely better off a referral. Yet, most salespeople never seem to generate enough referrals.

With all of our clubs, our sales teams are required to contact the new member they enroll at least three times in the first thirty days of their new membership. Most of these calls are made to the new member during the day at work (we have a better chance of talking to them during the day). These calls are also very positive calls and a great way for a membership consultant to start their day. These motivational calls have effectively increased both retention and referrals!

After the initial three calls within the first month, the members are contacted or called monthly. Key comments from your previous notes will help you to recall what was discussed at that time. Be sure to follow-up on problems or requests for help! We have found that only calling low or non users has not been very effective. Once someone has stopped using your club it's very challenging to get them back. However we have found that for the annual paid-in-full members calling them every month, starting 3 months prior to their anniversary date and encouraging more regular participation will increase your renew-

al percentage. Your time and money is much better spent developing new better lifestyle habits with your new members.

Referrals are the lifeblood of selling. They increase your chances of succeeding and make each prospecting call more valuable. Occasionally ask for referrals. Happy members are your best source for new leads. Always remember: a happy member is a renewing member. A renewing member is \$\$\$ for you.

#### **More Retention = More Referrals = More Profit**

▶ Members who exercise with someone they feel comfortable with are more likely to stay with their program and with the club.

▶ Exercising for most people is a new lifestyle habit and needs at least 21 days of positive reinforcement.

▶ Most referrals need to be "EARNED" through service excellence, not through prizes & trips.

▶ Referral gifts are thank you gifts, not the reason you get a referral.

▶ Over 90 % of Americans believe in the benefits of exercise, but only 13-14 % actually belong to our clubs – once they join don't "give" them an excuse to stop coming!

▶ It costs a lot less to keep a customer than to get new ones to replace him.

▶ All staff needs to give noticeably superior service all the time!

▶ More than 60% of your new members are referrals from happy members. Do you spend 60% of your time or money in this area?

*(Ed Tock is a partner in Sales Makers, an industry leader as a marketing and sales training consulting firm that specializes in on-site seminars and performance & profitability programs by delivering the highest quality of staff training, proven systems and innovative marketing programs. They have worked with over 1,200 clubs worldwide including 206 pre sales since 1981. Ed has spoken at over 75 Club Industry Shows & IHRSA Conventions. Sales Makers is a winner of IHRSA Associate member of the Year! Ed can be reached at 800.428.3334 or at [eddie@sales-makers.com](mailto:eddie@sales-makers.com). Or at [www.sales-makers.com](http://www.sales-makers.com). Email Eddie TODAY to receive the TOP 10 list that will help unlock the secrets to sales success.)*



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### ...15 Years

continued from page 6

CLUB INSIDER News". Excitedly, I said "That's it!" And, it was and is for 14 full years, The CLUB INSIDER News.

I am thankful to all of you in The CLUB INSIDER News family. I am thankful for the wonderful people in the Faust Roundtable #1. I am thankful to my long-time friends, Ron Hudspeth and Cathy Brown Miller of Atlanta's Hudspeth Report arranging for and assisting me with the monthly layout job for 8.5 years. Then my son, Justin Cates took over the layout work. I am thankful for my son Justin for being such an absolutely wonderful son (most of the time in his life) but for this writing, for all of his hard work for 14 years

now on The CLUB INSIDER News. First, he had to teach me how to use a computer. Keep in mind that is STILL a work in progress! Then, he did our layout work for 4.5 years while he was in high school. Justin built and still maintains our website. I am very happy to report to you all that Justin will graduate on December 15, 2007 from the University of Georgia Terry College of Business with a 3.6 in his business management major. And, I am just thrilled to report that Justin will go to work full time for The CLUB INSIDER News as of January 1, 2008! He has spent the past four months producing what will be a 70-page graduate level thesis on the history and future of The CLUB INSIDER News and he's developed a 5-year

growth plan for the business. Also, I am thankful for my layout man now, 29 year old Ben Pearson who has 2 years and one month on the CLUB INSIDER job. My ultimate goal five years from now is to write Norm's NOTES every month, work out twice a day for an hour each time and cash my checks. This young man, Justin Cates, is a dynamo on two feet and some of you met him when he was a baby when we attended IHRSA Conventions and at IHRSA San Francisco 2006. Now, he's almost 23 and almost a college graduate. I am so thankful for Justin Cates. I am thankful for everybody at Walton Press in Monroe, Georgia. This 107-year old company is nothing short of an amazingly fabulous company. They have printed every edition during the 14 years since we began. I am thankful to all of the companies and individuals who've advertised with us since we began selling advertising in June, 1994. I can tell you the truth here, too...without them I'd be flying a jet somewhere. In particular, let me thank our longest running advertisers, Affiliated Acceptance Corporation who has advertised in every edition since 1994 and Sales Makers and National Gym Supply, both of whom have over 10 years running ads every month with us. Plus, we have a number of advertisers on board with over 5 years of non-stop ad runs. I am thankful to everyone who has purchased a subscription and to everybody who reads The CLUB INSIDER News, no matter where you are. I am thankful to our very terrific Contributing Author Team, whose names appear on the left column of our page #4. These folks are the best in the business. I am thankful to all of our cover story subjects. Through sharing your great successes, our cover stories have provided club owner/operators the aspiration of greatness with in-depth, true case studies that will help them advance the professionalism, the state of the art of their club business(s) and the trust from their communities. I am thankful to IHRSA and Club Industry for being an amazing information resource and for the opportunities they've provided us to exhibit The CLUB INSIDER News at their trade

shows. I am thankful to all of my glossy competitors. You help make the entire industry better and I want to thank each of you. Even though we compete, we're all in this together. I am very thankful to everyone I know in this industry for your friendships and I want you to know how much I appreciate each and every one of you. If I do not know you now, I want to meet you. So please, when you're at a convention, look for the big guy in the black hat. Before then, just call me and let's talk. 770.850.8506. I am thankful for "Mr. Bill", my buddy and a mixed lab/pitt bull, whose heart and demeanor is all lab. He came into our lives in September 2006 and he makes every day of work here in my home more fun because of his amazingly loving dedication, personality and heart.

#### *I Am Thankful For Life*

Every night when I lay my head on my pillow ... I say my bedtime prayers. I thank God for being alive and for being an American. I pray for our troops, airmen and seamen and their families. I pray for my family and friends that are sick or are hurting. I pray for forgiveness for my sins and ask God for the strength to go on in my work with The CLUB INSIDER News and for my work to be instrumental in helping club owners/operators help millions and millions of club members everyday.

In particular, I am thankful for life. That is because during the period from August 5, 1991 until November 26, 2000 I gained a lot of weight and could have died anytime. During that period I suffered greatly from a lower back injury sustained in a car wreck, when my Buick station wagon - while sitting still - was hit from behind by a drunk driver going about 50 mph. I am thankful for MedX and Jim Flanagan. One day I told Jim on the phone about how bad my back was and how it had totally immobilized me. I asked him if he could send me to a local orthopedic doctor who had the MedX Lumbar machine. Jim did. He introduced me to orthopedic Dr. John Keating here in Atlanta. There, over a period of one week, I engaged

in two 40-minute sessions on the amazing Medx Lumbar machine, invented by the genius and our friend, the late Arthur Jones. To my joy, the "electric shocks" from my back that would previously cripple my legs and make me fall to the ground in agony, went away and have never happened since. By November 26, 2000 I had gained a lot of weight and had reached 343 pounds at 5'10". I literally could have kicked the bucket anytime. God did just not make the call. On that date, and after my MedX treatments, I began to turn my physical life around 180 degrees. I walked 15 minutes that first day, a chore for me at a time when I was so dog-gone fat I could hardly get out of a chair. I kept on walking and I walked and I walked. To date, I have walked over 7,000 miles during over 2, 200 trips "down to the river" where I go each day for a 3.2 mile walk. At one point I was walking 9.6 miles a day. Another big factor is that I cut out firewater from my life. Since I am Irish, Scottish and part Cherokee Indian, giving Jack Daniels to me was like giving firewater to an Indian! I cut out virtually all fried foods and cut way back on sweets. I lost 110 pounds and 20 inches off my waist over 18 months, one step at a time. I was truly 'born-again' in my physical life. That rebirth of my physical life gave me a rebirth in my spiritual life. My 'vessel for my soul', my human body, responded amazingly. I still walk regularly and twice a week I do what might be described as 45-degree push-ups, push-ups where I place my hands, shoulder width apart, on the metal stretching bars down by the river and do push-ups while leaned against them with my feet extended back as far as possible and flat on the ground. I reached a point where I was walking about 100 miles and doing 10,000 modified push-ups per month. My upper body became tired. I listened to my body. Now, I walk 3 to 4 times per week and do my push-ups twice a week in 5 sets of 50 to 75 each. My upper body started to grow back to the strength levels I had achieved when I played college football at N.C.

(See 15 Years page 18)

### *JLR Associates announces the placement of*

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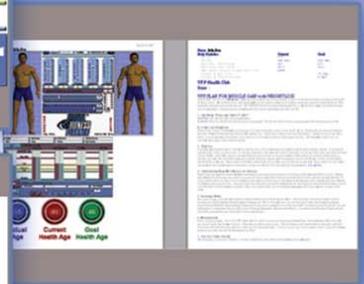
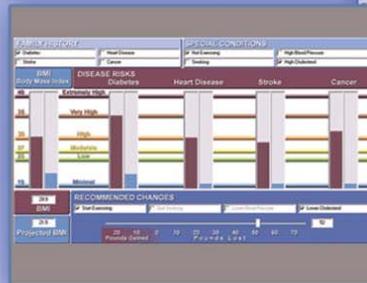


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**...Norm's Notes**

continued from page 4

**owner/operator in America.** Red's been in business 45 years now. Starting with 4,000 square-feet, Red's is now about 240,000 square-feet on 24 acres and serves approximately 15,000 members. Red Lerille was **"Mr. America" in 1963.**

• Writing about **RED LERILLE** and **JOE CIRULLI** above has gotten me thinking about who I would pick for the **Top Ten Independent Health Club Operators in America.** There are a lot of potentially great, great choices and I know, should I do such a

thing, I'm gonna hurt some friends' feelings. So, I probably won't do it. But, I'd like to hear your suggestions and sure, nominate yourself, if you want. Certainly, should I ever produce such a list, a man that comes to mind immediately is **MIKE MINTON**, the owner of **Minton's Sportplex** in Texarkana, Texas. Minton was a **CLUB INSIDER cover story** subject a few years back. In a market of 60,000 people, at the time of his cover story, Minton's Sportplex had done something I'd never heard of. That was it out endured ALL commercial fitness facilities in their market and it was the last one standing

and in operation. In addition to being a terrific club, Minton Sportplex may just be the single best children's fitness and services provider in the industry. Quite an achievement and I will get an update from Mike soon to see who might have joined the Texarkana club party since his cover story. I know one that is underway and he's involved. It is a mega-facility over on the Arkansas of this city split by the Texas/Arkansas State line...a place where I used to live. Now, the news is that Minton's Sportplex has secured a partnership with the **Texarkana, Arkansas School District.** Minton's

Sportsplex and the Texarkana Arkansas School District received a **\$1.4 million grant** through the **Department of Education's CAROL M. WHITE** physical education program. The \$1.4 million will be utilized over the next three years with \$479,589.00 being this year's appropriation.

• **HAPPY BIRTHDAY DONNA KRECH!** Sorry I cannot attend your big birthday bash in December! I will be attached to this keyboard, instead.

• **A Maryland Sales Tax Victory** was thought to be secured because club owners in that state rallied, worked hard and got through to the governor with over 12,000 emails, thousands of phone calls, a public rally complete with protest signs against taxing health club memberships. Fitness professionals from **Brick Bodies, the Maryland Athletic Club, SportFit, and the Mid-Atlantic Club Management Association (MACMA)** held a rally at the **State House** that garnered a great deal of media attention. Following the rally, **LYNNE** and **VICTOR BRICK**, of Brick Bodies, testified at a hearing on the proposal, along with IHRSA's lobbyist and representatives from Bally's. Ads opposing the tax on health club dues began running in the **Baltimore Sun** and the **Annapolis Capital.** The ads were funded by Brick Bodies, the Maryland Athletic

Club, SportFit, LifeBridge, and a grant from the **IHRSA Fund.** Their campaign against a sales tax for health club membership, greatly assisted by **IHRSA**, caused the **Maryland Senate Budget & Taxation Committee** to vote to delete health clubs from the list of services to which a sales tax would be expanded. Senate Bill 2 went to the floor of the Senate for vote on Thursday, November 9th without a tax on health club dues. **STOP the press...this just in from IHRSA via it's Capital Report on Friday, November 9th: "Urgent Advocacy Needed: Health Club Dues Face Inclusion in House Version of Tax Bill.** On Thursday the full Senate voted to remove health club dues from the proposed list of services to be subjected to the expansion of Maryland's sales tax. However, the deletion of the tax on healthy lifestyles encountered immediate opposition from the House, and it is still on the House Bill.. We understand that the **House Ways and Means Committee** is poised to reinstate the tax on health clubs into the House budget package soon." **STAY TUNED folks!**

• **ROYCE PULIAM'S** exit from the **Gold's Gym** brand, built by super brander **DEREK BARTON**, sets the stage for interesting developments. Be sure (See Norm's Notes page 14)

Norm Cates' **THE Club Insider** NEWS

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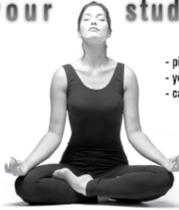
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**Programming Tip of the Month - THE ULTIMATE PROMOTION - A PARTY!**

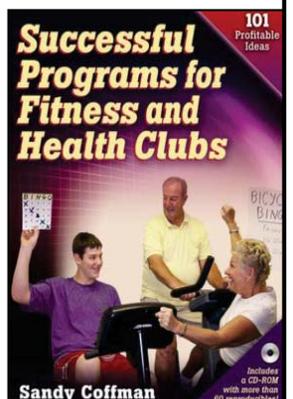
How do we take something as serious as health and fitness and make it fun? Throw a party! December is right in front of us and everyone in the club business will be getting ready to throw a party at their club this month. A few basic elements of a successful club party will spark conversation and excitement. Begin with pictures, decorations and promotions on bulletin boards and flyers throughout the club at least 3 weeks prior to the event.

An incredible way to promote participation is to have your staff wear some kind of costume to promote the theme. For example, Santa hats, Christmas tree earrings, head bands of reindeer horns, or special Christmas T-shirts set the scene for a Christmas party that everyone will want to be part of. Be sure they wear them for at least 3 weeks prior to the event.

Most importantly, while you are having fun getting ready for the party, keep to your business! Hold your staff accountable for marketing to and signing up the *new members* of your club, those that have just joined your club within the last 3 months. They are key to the success of your ultimate promotion - a party!

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### ...Alan Schwartz

continued from page 3

mela Kufahl's introduction, he received a very warm standing ovation when he stepped to the podium.

#### Alan Schwartz State of the Industry Comments

650 people enjoyed Alan's comments after Pamela Kufahl presented him with Club Industry's Lifetime Achievement Award. He began his comments with some humorous points about the ramifications of receiving the Lifetime Achievement Award. Particularly, he addressed the fact that he's not done yet, when he humorously said, "I must tell you I am a

little bit bothered by the title of this Award: "The Lifetime Achievement Award", because it reminds me of what generally happens to someone whose spent 40 years with a company and is on his way out. They give him a watch and that's it. Well, this is not my swan song. There's a lot of time left. So, I'd like to offer a different title for this award. Since Laila Ali is here, how about if we call it the 12<sup>th</sup> round award ... for a championship boxer who must go 15 rounds. So, if he has 3 rounds to go, he still has 20% of the fight to go. But, then I said, 'No!' Then, I thought, we ought to call this the Third Quarter Award. You have football and basketball with four quarters. So, the

Third Quarter Award would mean you have 25% left, so it's getting even better. Then, it occurred to me that I really have a passion for tennis. Most tennis matches are two out of three (sets), so I'd like to call this the Split Set Award with one set left to go. That means I now have 33% to go! (Everybody is laughing by now!)

Schwartz continued with comments about the 33% of his career he's looking forward to with: "For the last one-third I'd like to try to reward myself. I think of three things. First, I enjoy working with, or more recently, for my son, Steven Schwartz. That's part of how I want to fill my last one-third. I want to accept spot assignments.

I would like, once in a while, to be asked for some counsel and advice. If 50% of that is followed that's a great percentage. What's even better now is I am also working on three Grandsons to see if we can get a fourth generation into this business. I'd like to continue as an industry spokesman and resource. I'm on the Board of the International Tennis Federation. It's a committee of four people who've been together for five years and so far have been able to award \$20 million to underdeveloped countries for the introduction of tennis and fitness for youth in third world countries. These are all things I'd like to keep staying involved in.

Then, in a brief fash-

ion, Alan Schwartz, a man of true icon status in our industry, gave a speech on the state of the industry today. I felt my friend Alan's comments on our industry were poignant and on target. Therefore, I've reported them here, just in case you were not amongst the standing room only crowd who heard them in person.

#### Alan Schwartz On the State of the Club Industry

If it was a "Third Set Award", then many of you know in tennis there is a ten-minute break between the 2<sup>nd</sup> and 3<sup>rd</sup> set. So, I'd like to use half of those ten minutes to talk to you about a few observations on our industry.

(See Alan Schwartz page 16)

### ...Norm's Notes

continued from page 12

to read my take about it all on page #3. **This just in...** it was just announced by email that Pulliam has also joined **Club Solutions Magazine's Advisory Board**. Reflecting back now on the time when the other club owners in Pulliam's region in Kentucky and Ohio were up in arms about Pulliam's Gold's Gyms many issues with membership dues collections and back office operations and his predatory tactics when deciding to build new clubs, I wonder if we will soon see an article by Pulliam about health club business ethics. **STAY TUNED!**

• **Iron Grip Barbell Company**, a long time **CLUB INSIDER News advertiser**, has brought to market a new barbell specifically and carefully designed for competitive weight lifting. Check out Iron's Grips announcement on **page 24** and go to their website to view it: **www.iron-grip.com**.

• The company I refer to as the **900-pound gorilla...** who sits anywhere it

wants, **BAHRAM AKRADI's** now public **Life Time Fitness**, just reported its financial results for the last quarter. Get these numbers and you will know why I call this company the 900-pound gorilla: Third quarter 2007 revenue grew 25.8% to \$169.5 million from \$134.7 million during the same period last year. Net income during the quarter grew 34.5% to \$18.4 million, or \$0.48 per diluted share. This compares to net income of \$13.6 million, or \$0.37 per diluted share, for 3Q 2006. For the nine months ended September 30, 2007, revenue grew 30.1% to \$484.7 million from \$372.6 million during the same period last year. Net income grew 34.3% for the same period to \$49.0 million, or \$1.30 per diluted share, from \$36.5 million, or \$0.99 per diluted share, for the first nine months of 2006. **Whew!**

• **Nifty After Fifty (NAF)**, now has four California fitness and wellness centers that cater to mature adults. NAF just received approval from the **State of California Department of**

**Corporations** to offer and sell franchises. In the past, I've written about all kinds of niche and other clubs rapidly coming into many markets. My view is that a lot of people are building the same products in markets already well served by those same club products. Moreover, if you read this newspaper every month and in this issue, you will know that I believe one of the two "greener pastures" for many clubs is the mature **"Baby Boomer"** market, 50 and 60+ people. This is a new wrinkle and I would not be surprised to see this new franchise program work. **STAY TUNED!**

• **CRAIG PEPIN-DONAT** the author of **"The BIG FAT Health and Fitness Lie"** and **Founder of FitAdvocate.com**, a consumer website intended to give people recommendations on products and services that he's investigated and believes in. You may have read his cover story in our May, 2007 edition. If you have not read his book, I would recommend it. Craig Pepin-Donat is a proven health and fitness vet-

eran with real insider industry knowledge about how our business works. Importantly, his book delivers proven solutions that will help your members or even you, lose weight, get fit, improve your health and probably live longer. The book also delves into industry secrets that really should no longer be employed in our industry...so, good on him. Check out **FitAdvocate.com**.

• **BIG news** on the major TV networks and radio yesterday indicate a recent report says that having extra fat on your body is good for your health. Good, because I still have extra fat and have no doubt that I will ever be fat free. Immediate responses to this study, coming from other scientists, included the word: **"hogwash"**. **STAY TUNED**

• Speaking of the mature market earlier, **DON MAGEE**, is a 74-year old Lilburn, Georgia resident. The **Atlanta Journal Constitution** published an article about Don on November 8th entitled: "A birthday present at 74: 3,010 push-ups in a day"! Here's a guy who, with his wife **FLORENCE**, hits

the **Premier Fitness Center** in Snellville, GA. at 5:30 am with about 20 regular 'early bird' members. 13 years ago he started with 25 push-ups. After doing 3,010 pushups on his 74<sup>th</sup> birthday, he told the **AJC** reporter that he thought he could have done a few hundred more. So folks, here's to **DON MAGEE** who surely is a fellow who will continue to be **"Younger Next Year!"**

• **God bless our troops, airmen and seamen** as these brave men and women risk life and limb everyday for all of us in Iraq and the Middle-East. **God bless their families** for the sacrifice they make for all of us. **God bless** the citizens of **IRAQ** as they deal with daily death and destruction from suicide bombers. **God bless** you and your family. **God bless America!**

#### STAY TUNED!

(Norm Cates, Jr. is a 34-year veteran of the health, racquet and sports club industry. Cates was the Founder and is now celebrating his 15<sup>th</sup> Anniversary as the Publisher of The CLUB INSIDER News. He was IHRSA's 1<sup>st</sup> President, and a Co-founder of the Association with Rick Caro and five others, in 1981. In March, 2001, IHRSA honored Cates with its DALE DIBBLE Distinguished Service Award, one of IHRSA's highest honors. Cates may be reached at: 770.850.8506 or email: www.clubinsidernews.com)

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**All who have advertised, purchased subscriptions, read and pitched in as Contributing Authors. We are now on our 15th year of publication! ALL of you are on the "Team" that makes CLUB INSIDER. We will be grateful to you forever. I appreciate and LOVE 'ya!**

Very sincerely,  
 Norm Cates, Jr.

advice, etc.

# Beth Delegrange: "I Made Money the Very First Day - The Very First Day!"

**I** In May of 2006, I was barely getting by, and I was constantly thinking about closing my club. That spring, I had plugged in some of my own ideas, which carried me through August. From August 2006 to February 2007, I was putting another \$3000 back into my club every month. Fitness had tanked. I was selling 5 memberships a month.

I was scared because I knew I was going to have to close my doors and it was just going to kill me. I didn't want to give up but I couldn't do it anymore. I had to force myself to go to work every morning and I would lock my door and sit in my office in the dark. That's how I dealt with my stress. I knew in the back of my head what I needed to do.

When I was approached with the Thin&Healthy's Total Solution concept, I said no at first and when they approached me again, I figured, "What else could happen," so I got on board.

The day I signed that license with Thin&Healthy's Total Solution, I felt I had persevered through the difficult times and I was not giving up. I grabbed hold of it. The minute I put my name on that paper, my whole outlook on my business changed. I said, "Ok, I'm going to do this."

I went into the Total Solution training thinking, "I really don't want to do the phone script, I'm going to pick and choose what systems I'm going to use." It took me two days in training before I was convinced I had done everything wrong in the past and I now I had a plan to do everything right. I knew that if I didn't plug in the systems, I would be making a huge mistake. When I plugged in the systems, I started making money the first day back from training. Anyone can do this. It's a tried-and-true system that works because it's already working. Not only is it working now, but it has a history of evolution and change.

***"I thought my passion would bring people in. It didn't. I was failing..."***

Not enough people know about Thin and Healthy's Total Solution yet. I've talked to other club owners who are hesitant and are taking a "wait and see" attitude to see what happens with new taxes and legislature on the obesity epidemic. In the time it takes to wait and see, they could be making money. I stopped waiting and I started making money the very FIRST DAY - The very first day!

The first time I walked into the Total Solution training center, the atmosphere was indescribable. You can feel how everyone there cares about helping you succeed.

Thin&Healthy's Total Solution is truly genuine, and that is rare in our society today. Many people are just out for themselves. When I went into business, I was going to change the world. I had all these ideals. I really believed in my heart it wasn't about money, until I started needing money. With Total Solution, I can change the world and make money!

**When I plugged in the Total Solution systems, my business started running itself.** Do I *have* to go to work in the morning? No. I WANT to go to the work in the morning! I love to be at work. Do I have to be there everyday? No. Now, I can take a week off and know that every one on my team knows what is required of them because the systems are in place and working.

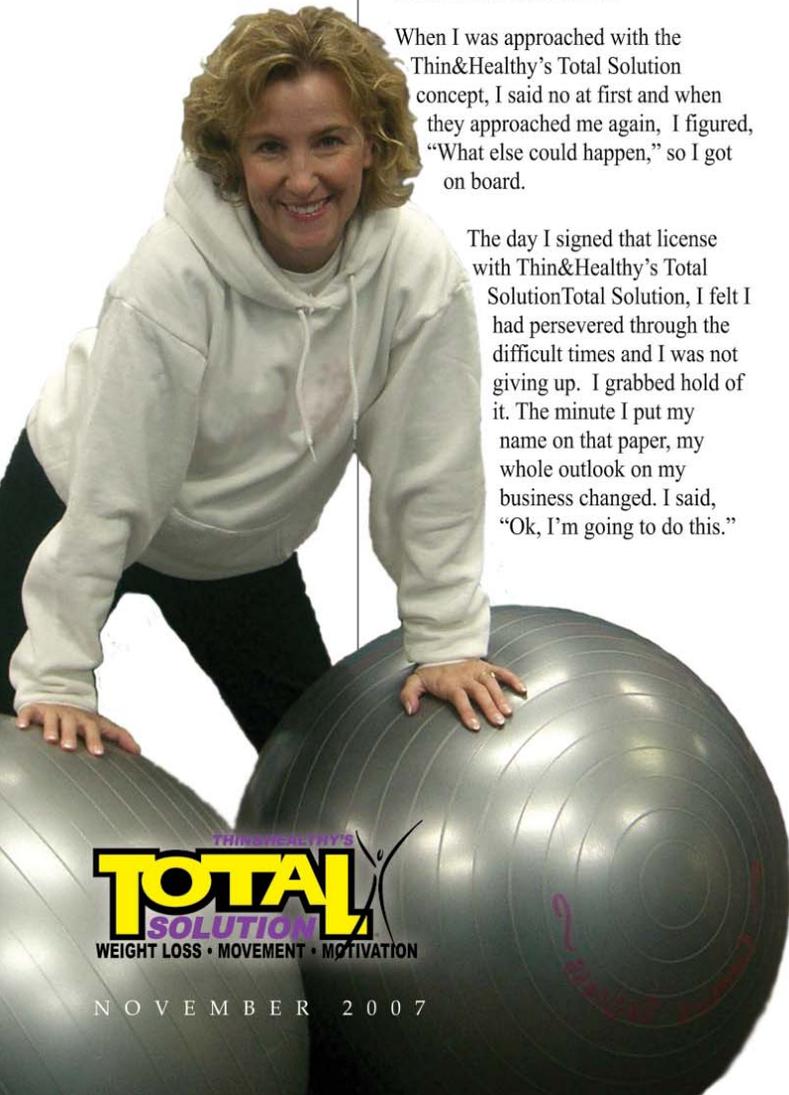
My first day back from training, we put the systems to work. I decided not to pick and choose which ones to use and started using all of them. I had a fitness call and answered with the Total Solution phone script that I was so against using in the beginning. We did exactly what they taught us to do in training and immediately booked the caller and her sister for an appointment - two appointments out of one call! From that call we sold our first Thin&Healthy memberships at \$69 a month with \$199 down and they're still there! That was a huge step up from \$19 a month for a fitness membership I would have sold without Thin&Healthy's Total Solution!

**My advice to struggling club owners? Call Marcia! I tell everyone I speak to, "If you're not at next months training, you'll be making the biggest mistake you've ever made as a business owner."**

Do you feel like success is on the tips of your fingers, but just beyond your reach? Thin&Healthy's Total Solution not only helps you grasp that success, they bring it to your life. You can feel it. It becomes a complete part of you. It changes the way you view yourself, your business, your employees, your relationships. It changes the essence of who you are and then improves it. Success doesn't have to be something that you just feel at the tips of your fingers, it can be something that you grasp and hold and feel and touch and become.

## BETH DELEGRANGE

talks about how adding Thin&Healthy's Total Solution took her fitness club from losing money to profits in just 30 Days



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### ...Alan Schwartz

continued from page 14

Three of them, specifically.

One is the dramatic increase in professionalism in our industry. The second would be the changing profile of the consumer in our industry. And, the third, the acceptance of our industry by the financial community. I think those are three particularly significant things that have happened over the past 40 years.

#### Increased Industry Professionalism

Speaking of the increase in the professionalism in our industry, there is the question of site selections. Where are you going to locate your next club? This has become a highly scientific exercise where they can slice and dice the data for every site available. In terms of design, the professionalism has increased dramatically and there are firms that make club design their (entire) business. More importantly, in terms of staff qualifications, I look around this room full of people and that really comes home to me. In terms of staff qualifications now, they are holding certifications and degrees that are required now. Certifications and degreed people in our industry are a long way away from where they were 40 years ago. You have degreed people in personal training. Certification of tennis pros. You have continuing education. The whole upgrading of the staff and the profession of being in the

club industry is dramatically changed from where it was 40 years ago. No small thanks to the trade journals that have helped do this. I'm talking now about Pam Kufahl's and Club Industry's Fitness Business Pro where they have their Step By Step writing where they talk about training, retention and programs. These are the very heart of our business. These are writings that didn't exist when we started 40 years ago. And, you can go to Club Industry and IHRSA events when you're seeking the chance to understand the club industry more.

#### Evolving and Growing Membership Base

As far as the significant changes in the profile of our customers, right now, we're cutting a much larger swath through the communities, through the demographics. Over 13% of the population of the U.S. are involved in our industry. If you look at the pyramid, we're not just dealing with the top of it, we're dealing at a much deeper level and those consumers are much more sophisticated. Today's consumer sees the difference in what's being offered. They see the difference in personal training instruction and they see the difference in group exercise programs and tennis lessons. Even more important is the fact that we're now dealing with a much more mobile society. In that mobile society, where people are moving around, the club serves a dif-

ferent function. It serves as a place where you belong, where you are recognized, where you are known and where you meet new friends. That's something that more and more clubs are getting involved in now...whether it's training the front desk so people are greeted by name when they arrive or whether it's telling the member goodbye when they leave. Those are some major changes in our industry.

#### Financial Acceptance Then and Now

Alan Schwartz continues, "As far as acceptance by the financial community is concerned, I can certainly look back almost 40 years. And, those of you who have been in this business for a long time know that at that time, if you went to a bank to get a loan you first had to make it your business to go to a banker who was familiar with fitness and tennis, so you had an inside start. Then, they wanted lots of security. They wanted a personal signature on top of that. That's where it was at that time. That's all changed. I was very excited when in 1975 I was able to work with Equitable Life and be the first one to get a traditional life insurance company loan with no personal guarantees, to issue mortgages on our clubs in New York and Boston. Then, a year or two after that in Evansville, I was able to get financing through an industrial revenue bond and very low interest rates." Schwartz then recalled his

experiences while pursuing the industrial bond...experiences that included dealing with endorsement letters from a variety of law firms for his first ever industrial bond for a club.

Alan continued, "That's from a business point of view. From a personal point of view, these first two sets (so far in my career) for those of you who play tennis had more winners than unforced errors. That's something that Jerry Noyce and some others would understand. If you can have more winners than unforced errors, chances are you will come out on the right side of the match.

Well, in terms of winners, I must tell you I've been very lucky as I've served as a spokesperson, as a consultant, a club owner or developer, or as President of the United States Tennis Association. I've been fortunate to have visited, in connection with this industry, 51 countries. In the last 35 overseas trips, I've been lucky enough to have my wife come along. I want to tell you she's one great sounding board. With the politics involved and elections overseas in the International Tennis Federation, she was the asset that made the difference. Thank you, Ronnie, very much for that.

From the point of view of TCA Holdings, my colleagues...we use the word associates, have made the difference. I love statistics. I figured out that they've given over two million tennis lessons and over 700,000 personal one-on-one training sessions

since we've been in business. To our TCA group of associates, thank you very much. I know we've had many more winners than forced errors. To my son, Steven, it's been 20 years that we've worked together now. That's a very special lifetime experience. Steven, at age 26 and after a little bit of prodding, came to TCA from the position of National Director of Development for Hyatt, where he was making too much money. (Crowd laughs). So I offered him less money and a chance to learn the business if he would join TCA. He made a wise decision because he found out that equity has its merits. (More laughter). So Steven, thank you very much. When I look around this room here and see the people who've been with me so, so many years... you've been the ones that have produced all of those winners. You've been the ones that put TCA on a roll. You've been the ones that have given us momentum. So, here's to the third set. I look forward to the challenges ahead that it poses. I look forward to the opportunities it presents. Toss out the balls. I'm ready to play."

Alan Schwartz then received a rousing standing ovation for over a minute. Then he came back to the microphone and said, "Colleagues, I can tell you this is something I will not forget and I am most, most appreciative. Thanks."

**- Norm Cates, Jr. - A report from Club Industry 2007 in Chicago.**

### ...Royce Pulliam

continued from page 3

Royce Pulliam has ditched the Gold's Gym brand. Today, Pulliam's Gold's, the quality of which I have only seen equaled by Kirk and John Galiani's Gold's Gyms, are now called Urban Active. Catchy name, I think. A big re-branding job, I am sure. But, Pulliam's deep pockets surely are up to it. It's my belief that this change will result in Pulliam being able to do what he wants to do...grow his organization without the territorial constraints placed on him by Gold's Gym franchising. In fact, Pulliam has indicated to other publica-

tions that he plans to launch 50 new Urban Active Club over the next few years.

My belief is there is more to this story than already reported on my glossy friend's email news blast. I believe that Pulliam sought more freedom for growth. However, that's a nice parting line between gentlemen. I clearly think another motive was that Pulliam wanted to get rid of TRT Holdings, Inc. the now four-year owners of Gold's Gym International, Inc. With Pulliam's departure, I now have evidence that there is *real trouble in river city...* a/k/a Gold's Gym International, on both the top and the bottom of the Gold's Gym

food change. Consider the following experience I have to support this keyboard pounding.

Since Dallas, Texas-based TRT Holdings, Inc. acquired Gold's Gym International about years ago, the sledding for Gold's Gym International has not been smooth.

Take for example, a conversation I had at the Club Industry Show, 2006 with a Gold's Gym owner/operator for well over 20 years. (Without offense intended against this long time Gold's Gym owner, I believe in the view of TRT Holdings, Inc. this gent would be at the bottom of the Gold's Gym food chain, with Pulliam at the top.) I was

standing at my Club Industry booth meeting and greeting folks when two fellows in Gold's Gym logo branded shirts walked up to speak to me. The lead fellow's name tag was reversed, so I introduced myself and asked him his name. Well...not only would he not tell me his name, he refused to turn his name tag around! In fact, he said to me, "Norm, I do not want you to know my name for a reason. I've come here to talk to you today because you're the only person in this industry that can do what I want to ask you to do." Naturally, my watchdog ears perked up and I listened as carefully as I always do. Then he said with a

laugh, "I want you to tell TRT Holdings that their zipper is down!" I responded, "Well sir, tell me more." And, he did. 20 minutes, non-stop more.

This gent who is low on the Gold's food chain then spent the next 20 minutes with me in a tirade about TRT Holdings, Inc. the likes of which I've not heard before. Basically, to boil 20 minutes into 10 seconds... this guy was ultra, ultra upset by the goings on of TRT Holdings, Inc. and how they were dealing with 20+ year Gold's Gym owners. So...when there is smoke...there is fire.

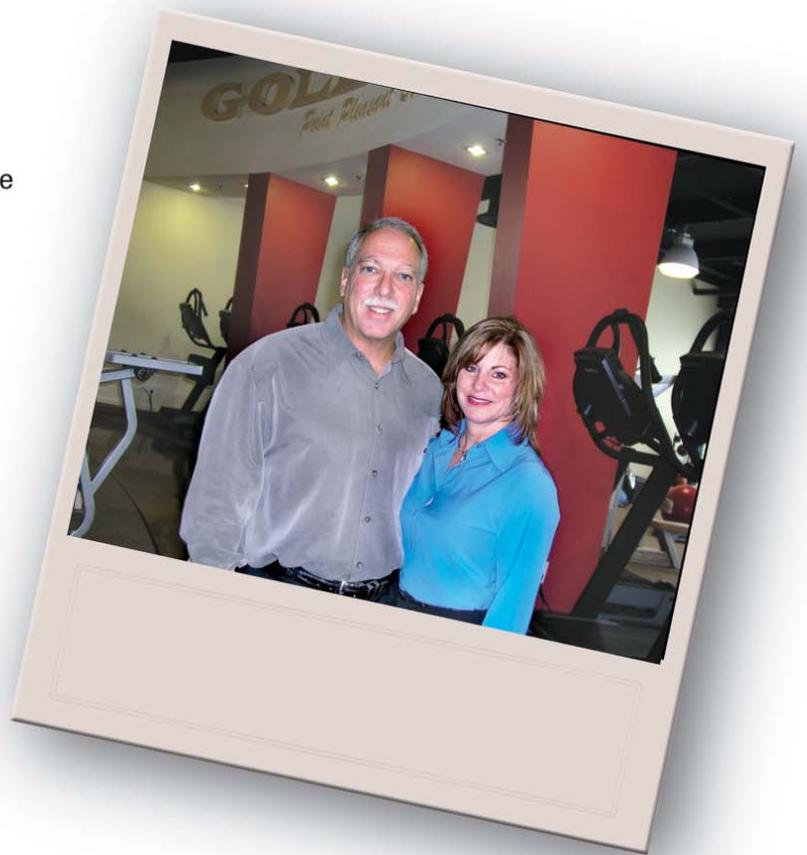
Sure, TRT has allowed the creation of what (See Royce Pulliam page 18)

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**Association Insurance Group**

**...Royce Pulliam**

continued from page 16

is now called: The Gold's Gym Franchise Association. (GGFA) And, based upon feedback from my friend and stellar Gold's Gym owner, operator, Gordon Johnson,

that's a good thing and a help for Gold's Gym owners. But wonder lingers in my mind about how ALL Gold's Gym operators feel about the new franchise fees they were forced into and other issues that might have been kept quiet by TRT so as to prevent

their franchise sales from being dampened by unhappy Gold's Gym campers.

More than anything I wonder about this. I wonder IF this will mark the opening of the flood gates for Gold's Gym International, Inc. I wonder if this will cause a mass exo-

odus of more and more Gold's Gym operators. I also wonder if this TRT situation will end up like the infamous time about two decades ago when Sports Illustrated decided to get into the racquetball club business and the whole deal crashed and burned...inquir-

ing minds do want to know! But, one thing is for sure. The biggest Gold's Gym camper of them all, Royce Pulliam, has taken a hike and is moving on.

**STAY Tuned!**

**...15 Years**

continued from page 10

State. I'll be 62 on January 17, 2008, if the good Lord's willing and the creek don't rise. Right now I have more upper-body strength than I have had since 1967. That was when I made 1<sup>st</sup> Team All Atlantic Coast Conference and Honorable Mention All American on the N.C. State Wolfpack Football Team that was ranked #3 in the USA and finished with a 9-2 record. Then I could bench 375, when I weighed 220. Haven't done much bench work lately. Just push-ups.

I am thankful to all of you mentioned in this writing. And yes, I am thankful to be alive. Last, but really #1, I am thankful to God for all of my blessings. And, I expect to be "Younger Next Year"! Thank you all for reading The CLUB INSIDER News. I love you all. Norm Cates, Jr. - Publisher Since 1993 - clubinsidernews@mindspring.com

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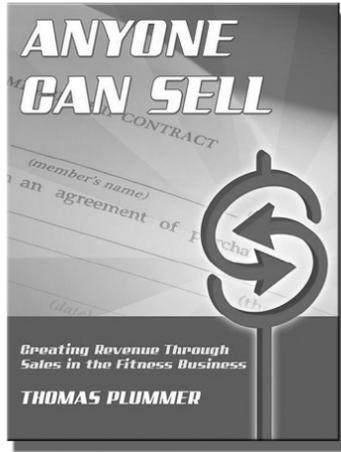
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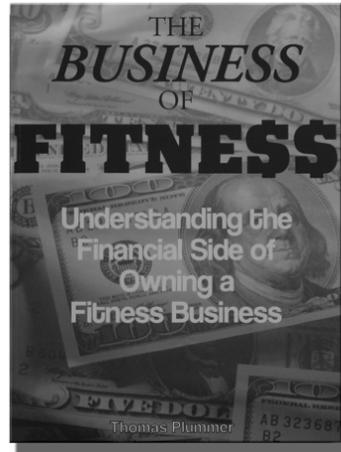
Thom directs you through every stage of opening a successful fitness business. Chapters include: Conceptualizing your new business, finding a home and proper site, understanding leasing, developing a business plan, building a strong receivable base, staffing, sales and marketing, and presales. Produced in cooperation with the International Health, Racquet and Sportsclub Association.

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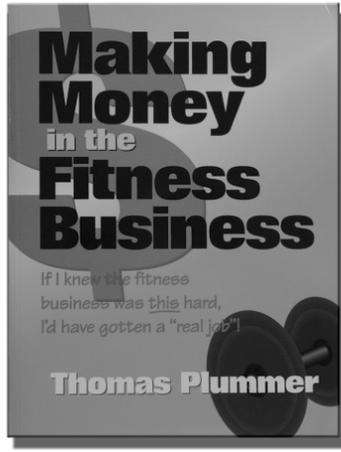
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- View Offers**  
View and Edit offers that may be added to the letters.

Overview Add Prospects View/Edit Prospects **View Letters** View Offers

Preview: ---Please select a letter to read---

- Please select a letter to read---
- Letter 1 Day 0 | Thank You
- Letter 2 Day 5 | The Initial Steps
- Letter 3 Day 10 | Here's A Little Inspiration
- Letter 4 Day 23 | Bring A Friend
- Letter 5 Day 53 | It's All About Balance
- Letter 6 Day 83 | Don't Get Frustrated
- Letter 7 Day 113 | Our Wellness E-Zine
- Letter 8 Day 143 | Some Nutritional Information
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Legend  
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## Clubs for The Cure Unites with Augie's Quest to Raise \$3,000,000 by March 7, 2008

**"It is all about harnessing the power of our clubs, staff and most importantly our members across the United States to help Augie's Quest fund the research that will find the Cure for ALS" - Patricia Laus Owner- The Atlantic Club- Manasquan/Red Bank, New Jersey**

Patricia Laus, founder and owner of The Atlantic Club and The Clubs for the Cure, as well as a member of The Augie's Bash Advisory Board, will be working with Augie Nieto and his team at The Muscular Dystrophy Association to significantly impact the monies raised for ALS research by the upcoming Augie's Beach Bash on March 7<sup>th</sup>, 2008. **Pat Laus' Clubs for The Cure Team** which is based at The Atlantic Club- Manasquan (N.J.) is committed to expand Augie's message to all health and fitness clubs across the United States.

"The goal for **The Clubs for the Cure Team** is to provide ALS an additional \$3,000,000 for the needed research that will not only improve the lives with individuals afflicted with ALS but most importantly find the cure" states Pat Laus. "Unfortunately, ALS is a disease that is impacting many individuals not only in our community but all areas across the United States. We, as an industry, can make a difference. We can be responsible for finding the cure. However, it requires all of us to "get on the court" and make a commitment to play a role with other clubs throughout our industry. We are requesting in **The Clubs for the Cure Program** that each health and fitness club conduct one to two fundraising events involving your staff and members between January 1, 2008 and March 7, 2008. Our goal is to deliver to Augie's Bash an additional \$3,000,000 that will be raised by the successful fundraising programs from health and fitness clubs across The United States".

"The fundraising possibilities with a united **Clubs for the Cure** effort are exciting as well as concerning," states Kevin McHugh, C.O.O. of The Atlantic Club and **Clubs for the Cure**. "I am excited based on the potential number of health and fitness centers that have the ability to run one to two events over a 67 day period. I am equally concerned that clubs may decide not to get involved and not take

a stand with others in the industry to finding a cure for ALS, since they may be already involved with other charities. I applaud all we do as individual clubs in combating disease and expanding the wellness of our members. However, this is a very unique opportunity for every club to be aligned in our industry to conduct one event that will not only raise millions of dollars for research but equally important, increase awareness and understanding about ALS. This can be an historical time in our business if the entire health and fitness Industry works together for 67 days and is responsible for funding a research center in Massachusetts that will find a cure and enhance the lives for all those impacted by this disease."

If you simply calculate the potential of a united industry effort, **The Clubs for the Cure Program** could far exceed the \$3,000,000 goal which has been initially established for this effort.

### What are the objectives for the Clubs for the Cure 67 Program?

The objectives for the 67 days **Clubs for the Cure Program** are for every health and fitness club across the United States to conduct one fundraising event/activity for ALS/Augie's Quest. "All funds raised will be forwarded directly into funding the best scientific and technologic research team in the world" states Augie Nieto.

### My club is too small to make a difference!

All clubs are equals in their ability to make a difference in the **Clubs for the Cure** effort and you will be able to obtain all the support that you will need from **The Clubs for the Cure** website which is simply [www.clubsfortheCure.com](http://www.clubsfortheCure.com). Every club's participation is vital to the overall success of this effort and will make a difference in finding the cure.

### What is Clubs for The Cure?

The **Clubs for the Cure Program** was created in May 2005 by Pat Laus and was first involved in developing a fundraising effort for our  
*(See Clubs For The Cure page 24)*

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## *Club Corp Opens for Fund Raising for Four Causes 150 Clubs to Participate in 50<sup>th</sup> Anniversary Celebration*

Dallas, Texas - ClubCorp®, The World Leader in Private Clubs, celebrated its 50th anniversary by opening the doors and golf courses of their private clubs to the public for the first time ever during the company's Oct. 19 world's largest one-day charity golf and dining event, "The ClubCorp Charity Classic: Celebrating 50 Years of Service."

In honor of ClubCorp's 50th anniversary, country clubs included 50-foot putt contests, as well as longest drive contests in which prizes were awarded on the club level and at the national level. Hole-in-one prizes included Ace Adventures re-

sort trips to KSL Resorts and a one-year lease of a 2008 Acura MDX. Prizes also were donated by JetBlue Airways through Colona Sports Group along with the JetBlue challenge. Business clubs held silent auctions and offered "A Night of Classics" menu that included such items as Steak Diane, Asparagus Hollandaise, and Bananas Foster.

In addition to the two golf and dining events, ClubCorp also held a "virtual" auction that allowed people across the country, and even around the world, to participate -- something ClubCorp's founders could have never envisioned in 1957. The online

auction was available and open to anyone who wished to bid. Auction items included five night deluxe accommodations at the Fairmont Banff Springs in Alberta, Canada; a private dinner for 10 prepared by an executive chef; two nights accommodations at a Firestone villa, plus three rounds of golf for four at Firestone Country Club in Akron, Ohio; tickets to the 2008 PGA Championship, and many more unique and valuable items. The online auction closed on October 21<sup>st</sup>.

All proceeds raised during the ClubCorp Charity Classic were divided and donated to

four separate charities:

The Muscular Dystrophy Association's (MDA), specifically "Augie's Quest," an initiative within MDA that is an aggressive, cure-driven effort singularly focused on treatments and cures for ALS, (amyotrophic lateral sclerosis, or Lou Gehrig's disease). Augie's Quest received 40 percent of the net funds.

The PGA Foundation, which provides people of every ability, race, gender, and social and economic background an opportunity to experience the game of golf and learn vital life lessons. PGA Foundation received 20 percent of the net funds.

Susan G. Komen for the Cure, the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. October was Breast Cancer Awareness Month. Susan G. Komen for the Cure received 20 percent of the net funds.

ClubCorp's Employee Partners Care Foundation (EPCF), a fund created to help ClubCorp's employees and their families by providing financial assistance in times of crisis. EPCF received 20 percent of the net funds.

## **Iron Grip Introduces New Competition Series Olympic Bar**

Orange County, CA – November 1, 2007 – Iron Grip is introducing a new product to their family of premium Olympic bars, the *Competition Series Needle Bearing* bar.

The *Competition Series Olympic Bar* is designed to be suitable for International Weightlifting Federation (IWF) Olympic-style competition, and is built exactly to IWF specifications.

Iron Grip's new Competition Series Olympic bar has been designed to compete with the best Olympic lifting bars on the market. "As with everything we manufacture here, it's been built to meticulous standards and tested extensively," says Donna McCallum, Iron Grip's VP of Sales.

Made entirely in the USA, in Iron Grip's own on-site facility, this bar offers a unique

combination of performance, safety and durability. It is built with a 28 mm product-specific premium steel shaft, that provides just the right amount of flex and whip for Olympic-style lifting. It also features a heavy-duty swaged steel sleeve/collar assembly, developed in-house to improve durability. Each sleeve houses a combination of one heavy-duty ball bearing and four needle bearings. This spe-

cific combination is designed to combine free and constant sleeve rotation with the hard-wearing durability that Iron Grip equipment is known for. A proprietary snap ring locking system secures the shoulder bearings in position, further adding to the bar's maintenance-free, heavy-duty durability. The completed bar features a durable Hard Chrome finish to protect against flaking or peeling, and

is specifically treated (as are all Iron Grip bars) to eliminate any hydrogen embrittlement.

Iron Grip, based in Santa Ana, CA, is the largest provider of commercial free weight equipment worldwide and the only manufacturer with a line of exclusively American-made free weight equipment. For more information, contact the company at 800-664-4766 or visit [www.irongrip.com](http://www.irongrip.com)

### **...Clubs For The Cure** continued from page 22

staff and members in finding a cure for Breast Cancer. In our two years of operation - fully supported by The Atlantic Club staff - our two clubs, with the support of our members, successfully raised over \$800,000. Our goal is to expand **The Clubs for the Cure** to be an industry-wide all inclusive program that provides the opportunity and possibility for all health and fitness clubs to work together and be responsible for generating funds that will impact the world in regards to combating disease.

The **Clubs for the Cure Team**, with the generous donation and support of our advertising and internet agencies and hard work of our staff, has developed the [www.clubsfortheCure.com](http://www.clubsfortheCure.com) website. This site includes in its' library, examples of the fundraising programs that can be run in any health club.

In addition, there are files that can be customized and downloaded by your club for your special event.

#### **If my Club needs help, where can I go for assistance?**

The **Clubs for the Cure Team** at The Atlantic Club-Manasquan has built an organizational structure for the 67-Day Program that will be responsive to your needs. These individuals have been personally involved in conducting the events that are provided in the website and are committed to raising \$3,000,000 for Augie's Quest.

The **Clubs for the Cure Team** is available to help you with the marketing as well as assisting with your advertising, promotional and public relations materials for your successful fundraising event.

**What is included in**  
[www.clubsfortheCure.com](http://www.clubsfortheCure.com)?

The **Clubs for the Cure** website is the main information center and will include:

- Overview of the 67-Day Program
- Resources for your use in selecting the type of event that you would like to conduct; Group Exercise/Spinning/Fitness or general club fundraising
- Advertising and promotional materials will be available for individual clubs to download and customize based on the individual needs
- Important informational links for clubs to use in becoming more familiar with Augie's Quest and ALS

• Important **Clubs for the Cure** contacts that will be available in supporting clubs in their fundraising efforts

• Information center for stories, photos and results to be shared with other clubs that will be documented at the end of the program and provided to Augie

• Website will also have a help link where our Director of Support and Logistics will promptly respond to requests for support or information

The **Clubs for the Cure** website will be the main communication center for clubs across the United States to utilize for this 67-Day **Clubs for the Cure/Augie's Quest** project.

The **Clubs for The Cure/Augie's Quest** effort is a tremendous opportunity for every club owner to develop one event that involves members and staff to make a difference in finding the cure with the success of all of our programs during the period January 1-March 7<sup>th</sup>. It is a possibility created by Augie. It is now our opportunity to make it a reality - one club, one event, one day for all health and fitness clubs across The United States.

"The **Clubs for the Cure Team** invites you to "Think Big" and turn despair

into hope and hope into joy", states Pat Laus." We are all in this together and we possess the strength within our membership that can bring about results that are far beyond the goals established for our 67 Day Program."

We invite all Health and Fitness Clubs to join our **Clubs for the Cure Program** in raising the necessary funds as well as increasing awareness nationally for ALS. One event from each of our clubs could provide support to this "One Man's Journey from Success to Significance." Our support will bring him closer to having his dream of finding a cure for ALS become a reality. We can't think of a better way to thank Augie for all his contributions to our industry and the impact his vision has had on all of our businesses over the years.

Go to: [clubsfortheCure.com](http://clubsfortheCure.com)



# Harness *the* Power of Your Members *and* Help AUGIE'S QUEST *Cure* ALS!

*Clubs for the Cure*, founded by Patricia Laus and The Atlantic Club, located in Manasquan and Red Bank, New Jersey, has raised over \$800,000 in the fight against breast cancer. Now, Clubs for the Cure is challenging every club in America to have **one fundraising event between January 1 - March 7** to help support AUGIE'S QUEST to cure ALS. The Atlantic Club can assist your club in developing effective fundraising events that have been successful at our clubs.

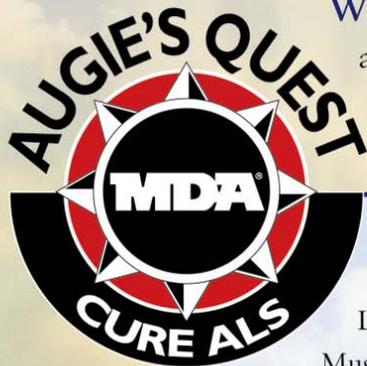
*HELP a GREAT CAUSE and MAKE YOUR MEMBERS  
FEEL GREAT about being PART of IT!*

Our goal is to rally every health club in America to join together to raise **\$3 million** for Augie's Quest by March 7, 2008 and we need your help!

Fundraising programs and materials are all provided for your use at  
[www.clubsforthe cure.com](http://www.clubsforthe cure.com)

as well as helpful phone contacts to assist your club in becoming part of this effort.

Together we can make a world of difference!



*In March of 2005, Augie Nieto*, founder of Life Fitness, was diagnosed with ALS. Later that year, Augie and his wife Lynne created the Augie's Quest initiative in conjunction with the Muscular Dystrophy Association (MDA). Augie's Quest is an aggressive, cure-driven effort singularly focused on treatments for ALS. *Clubs for the Cure* wants to assist Augie's Quest in reaching its \$20 million goal. You can get us there!



**Augie Nieto**  
Chief Inspirational Officer  
*Augie's Quest.*

To learn more about how your club can get involved, visit  
[www.clubsforthe cure.com](http://www.clubsforthe cure.com)

*One Club. One Event. One Man's Quest.*

## ... "Younger"

continued from page 3

Boortz' nationwide syndicated radio commentary in about 250 U.S. markets, "Younger Next Year" jumped from 80<sup>th</sup> on the Amazon book sales list to #2, in a matter of about a week. Boortz believes so much in the book that he arranged to have the authors, Chris Crowley and Dr. Harry Lodge as his guests at his Power Lunch in September.

Clearly, the lessons in this book will help you find, attract and enroll new members in your club. In fact, a few club owner/operators have already taken advantage of the book and have hosted events at their clubs for the YNY authors to meet their members and guests.

### Neal Boortz' Radio Show Power Lunch Featuring "Younger Next Year"

Here is Part 1 of the transcription from that wonderful live radio show held at Ruth Chris' Steakhouse in Sandy Springs, a suburb of Atlanta, Georgia.

**ON-AIR - Neal Boortz (NB)** – We're having a power lunch here, so let's invite the network on board. Hello gang! (To huge applause). I've been looking forward to this folks. About two and a half months ago I was on vacation on a long skinny little island in the Bahamas. The Queen, who is here, but will be unrecognized, ran off to a library because she finally got tired of being stuck there with me. She found a book in this library that someone had recommended to her called "Younger Next Year...A Guide to Living Like 50 Until Your 80 and Beyond". She brought it back to the room and started reading it. Then, I started reading it and took it away from her! I spent some really valuable vacation time reading this book. And, at that point I started living this book. This has been about 8 weeks, 9 weeks now. And, this says "Younger Next Year", not 8 or 9 weeks. But, it has already made a huge difference. So, I started talking about it on the air. Finally, I said to Belinda, (Boortz terrific assistant show host) "Get these guys on the air. I want to talk to them about their book.

So, she got Chris Crowley. In spite of the fact that he is a lawyer, Chris Crowley is a decent guy. We talked about it on the air. My interest kept growing and growing. Finally, I said, let's do a power lunch, let's get both authors, Chris Crowley, Attorney at Law and Harry Lodge, M.D. and bring 'em down to Atlanta and put them in front of our audience. So, I get them for 90 minutes and I get to pick their brains on this incredible book "Younger Next Year...A Guide to Living Like 50 Until Your 80 and Beyond." How are you guys doing? O.K. First of all, I want to say and I mean this in the best way, there is really nothing in the book that we've not heard before. It's the way you present this information, the compelling way you wrote it, the way you tie it in to the anthropological history of the human species...it's so compelling that it really lights a fire. I'm not the first person that's said that, am I? How did you two decide to write the book?

**Chris Crowley (CC)** - No, you're not. We've heard many comments like yours. Harry's the brains of the outfit. He's young and smart. I'm old and funny. I had been living out in Colorado in retirement and I came to New York and found Harry, thank heavens and slowly talked him into it. I had this tiny idea. I'm about 12 years older than the oldest "Baby Boomer", so I had thought about writing a book for them. And, I knew a little bit about the plateaus we talk about. Then, I found Harry. Harry's a doctor and all the intelligence comes from him.

**NB** – Chris, so Harry is a doctor. What's special about him, other than the fact he's a doctor and he's spent all of these years in medical school? The book idea was your's. Why did you pick Harry?

**CC** - I was out in Colorado. I had skin cancer and needed a good doctor. I met someone who said "You might like Harry Lodge. He's my teaching doc and he taught us. He's a great guy and a very smart guy. He's a wasp and he's not a dope."

**NB** - I want you to tell me...Why did this book capture my imagination so much?

**Dr. Harry Lodge**

**(DR.HL)** – I think it captured your imagination because it told you what you already knew in your heart. It's been called the "*biology of common sense*" by a number of people. We work according to very basic principles. In our hearts, we all know there is no shortcut, there is no magic. But, people recognize, when they read the book, they recognize everything they already knew and it suddenly made sense.

**NB** - I'm 62 (Chris chimes in, I'm 73, but it's not my fault. I have a note from Harry.) How old are you Harry? (Harry replies, 48) This says "Live like 50", but you're not even there yet. I suspect Chris, this is where you were. You reach a certain age. You've retired. Pretty much everything in your life is lined up. You've worked your tail off all your life to get to this point where you don't have to work anymore. Now, you have one concern: I want to stay healthy long enough to enjoy everything I've worked for. It's not easy. I knew I needed to be exercising more. I knew all of this. But, I just couldn't really bring myself to do it until I read your book and there was one analogy and it's about the *tide*. That was the light bulb moment for me. The *tide*...damn he's right! And, there are no other options available to me now. Explain that.

**CC** – There is a *tide* in your body. We have this amazing signaling system inside our bodies. It's a very complex system. Billions of signals all the time to every cell. The signals always are either to *grow* or *decay*. When you are young the signal is always to *grow*. At some point, the signals go flat and the tides goes flat. But, at some juncture, the default signal is to *decay*. And, that default signal sets up this *tide of aging*. Every year a little fatter, a little more apathetic.

**NB** – But, there is a reason that your body is sending a signal to your cells that it is time for you to *decay*. Harry, is this true? Your body has a biological timer in it that says, 'You have served your useful life.'

**DR.HL** – It doesn't work that way. Absolutely false. Here's the fascinating thing. Your body and the



*Dr. Henry S. Lodge and Neal Boortz Radio Show  
Co-host, Belinda Skelton*

cells in your body, actually never get old. Some day they are going to die, but along the way, they will stay as young and healthy as you want them to be, if you're willing to put in the work. So, what happens is that your body is always balancing the need to grow and be strong and be fit and be vigorous with the need to survive the periods of starvation that come out of nature. So, we're designed to be able to either grow or decay, depending upon what is happening out in the outside world.

In American society, we've somehow gotten this crazy idea that you can somehow sit inside, stay sedentary, eat crap and your body will know you're doing the right thing for it. Of course, you're doing exactly the wrong thing for it. So, we're telling our bodies, 'Please decay, please melt out from under us as fast as you can', with the way that we lead our lives. And, we call that aging, but it's not. 70% of American aging is just *decay*. It's the dry rot of our modern lifestyles and it's optional. That's the message. You can skip 70% of American aging, if you are willing to work just a little bit hard at it.

**NB** – I'm going to argue with you here. Anthropologically, once we're past the point where our reproductive lives are pretty much over, in a survival of the species sense, what purpose do we have?

**DR.HL** – Well, that's death. That's not decay. We are wired to die. That, sadly, we have not yet figured out. Chris and I are working on that.

**CC** - That will be in our next book.

**NB** – Thank goodness, because if you ever figure that out, we're going to be up to our butts in people! (Crowd chuckles.)

**DR.HL** – So, death, we're struck with. But, *decay* along the way is optional. So, the way it looks these days you can live as a functional young man or woman until you're deep into your eighties, given a little bit of luck and a lot of work. There are plenty of Americans who are out there doing that. Plenty people who are living better and better and betters lives as they get older. But, the majority of Americans are doing just the reverse. We're live horribly until we pass.

**NB** – Yeah, you see them on CNN all the time with these interesting shots below the neck because they don't want to show their face. These huge wide bodies.

**NB (Back ON AIR after a break)** – Chris, you were talking about the power of choice.

**CC** – You were asking about why people like the book and why it works. I think one of the main things is that Harry tells you that you really have extraordinary control over your aging. In fact, you can't help but have control. You decide by how you live whether you get a little older everyday or a little bit younger. If you decide to sit on the sofa and eat potato chips and scratch your butt and watch TV, you're sending strong signals to get older and fat and go to pieces. On the other hand, if you do that bit of running everyday or the hiking or whatever it is, you're sending strong "grow" signals. The fact that you can't

(See "Younger" page 28)



## ... "Younger"

continued from page 26

take your hand off the controls of this really personal choice, this is empowering. It really is. 70% of aging is voluntary and you don't have go there. It sounds wild, but it's absolutely true.

**NB** – But, you do point out in the book, 'don't read this book and expect that next month, you're going to feel 10 years younger.'

**CC** – It's a year-long process. Although it can start soon, it's a long haul.

**DR.HL** – It's a *lifetime process*. You cannot take your hands off the steering wheel. You can choose to go left or go right. But, you're driving all the way down the road. You can do this for a year, get in great shape and then stop, six months later you're right back. It's a lifetime choice. It works. It has to work, but you've got to do it.

**NB** – Harry, during the break you told me a funny story about going to Japan.

**DR.HL** – The book has been translated into a bunch of languages, one of which is Japanese. The guy who was showing me around in Japan said, 'You know, you Americans have a bit of a stereotype about the Japanese coming over and taking a bunch of photos as American tourists. What's happening now is they are all taking pictures of the fattest American they can find and when they get home, they compare them. It's kind of like... "Hey, look at the one I've got!" (Crowd laughs out loud). It turns the stereotype around doesn't it? It kind of makes you think.

**NB** – Isn't that amazing that these people are going back to Japan and having their little coffee or tea parties and contests for who took the picture of the fattest American. But, people around the world really do comment on how fat Americans are.

**DR.HL** – And, it's a tragedy. Try living that way.

**NB** – Doctor, we talk about this on the air, too...oh, the excuses...it's genetic, I have this, I have that. There's nothing I can do about it.' Clearly, that must be the case for some people. But, can you put a percentage out on

the lardassification of America? (Crowd cracks up) What percentage of these people just have no control over that at all?

**DR.HL** – Well, it's a mixture of both. The reality is we're all genetically wired differently. So, you may be genetically wired to be able to gain weight. For some people, it's very powerful and you have to work like hell your whole life to avoid gaining 100 pounds. A lucky few can largely ignore it and the rest of us are somewhere in between. So, the genetic argument is true, but it's only a *piece* of the equation. So, you say, 'What's your option?' If you're genetically wired to be an alcoholic, you've got to work that much harder to stay out of a bar. If you're genetically wired that you can become massively obese, work as hard as you possibly can not to. So, the large majority of American obesity didn't exist a generation ago. Our genes have not changed in a generation. So, the predisposition is something everybody's got to be aware of. But, it remains the worst genetic lottery. You've got to work hard.

**CC** – You know what that means. The fact is we weren't this fat 20 years ago. This is a NEW phenomenon. Think about the fact that you can make major affirmative changes. In this country, everybody used to smoke when I was a kid. Now, it is comparatively rare. You can make core changes in stuff that seems impossible. Being fat is one of them. Being in great shape is another one. Not getting ridiculously old (while you're relatively young) is the third.

**NB** – They're having a discussion now in Congress where they are actually discussing making obesity a condition covered under the Americans with Disabilities Act. Instead of fighting, you would accommodate it. Wider seats in all restaurants, folks... how would that be for you? We're gonna take a break now and we will be right back."

**BACK ON AIR** – Boortz with crowd applauding- We're here at Ruth Chris' Steakhouse in Sandy Springs, Georgia, a suburb of Atlanta. We are doing a

Power Lunch today for the purpose of talking with two gentlemen who wrote a book that I consider life changing, "**Younger Next Year...Living Like You're 50 Until You're 80 and Beyond**." The paperback was supposed to come out in mid-December, now I understand it was moved to yesterday and has a new title: It's now entitled: "**Younger Next Year: Live Strong, Fit and Sexy—Until You're 80 and Beyond**" They printed 100,000 and it's on Amazon right now in paperback. Just last week people were selling the hard-cover on Ebay for up to \$100 a copy. Were you gentlemen surprised with the success of the book? I mean, you've gone to France, you've gone to Brazil. It's been translated into a number of foreign languages.

**CC** – We even have two versions of Chinese. Frankly, we're electrified and tickled to have this luck we're having. I hope we can sell millions of copies. (450,000 copies have been sold to date.) We believe in this so deeply. We think that everybody ought to read this.

**NB** – Let's talk about this aging thing. We have a lot of listeners to the show. We're blessed at the Neal Boortz Show to have a young demographic. We have them in the 20's and 30's. When I was 30 years old, I thought 60 was just pretty much over the cliff. But, you were telling me about a recent survey of people over 65 years.

**DR. HL** – There was a study of people over 65 and more than half of them said right now is the best time of their lives. It's amazing what's happening to people who do this right. Life in America is long and wonderful for an awful lot of people. The buying audience of the book has skewed down to the mid 30's all the way up to people in their 90's.

**NB**– The book is very strong about a number of things...social connections...don't eat crap...but exercise, exercise, exercise. And, you say in the book, 'You have to have a heart monitor.' But, how do you go about getting a handle on your heart rate and best training heart rate?

**DR.HL** – It's not all that hard.

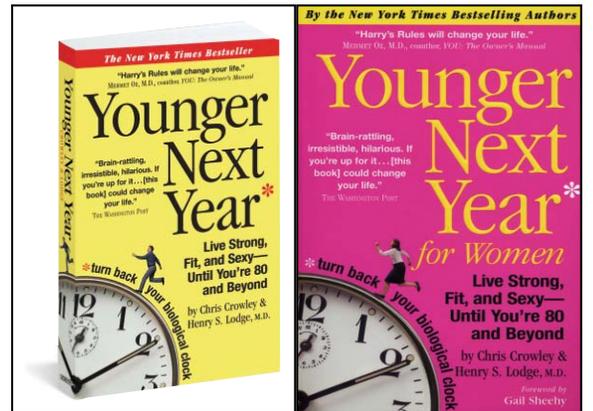
**NB** – Well HOW do I

do it?

**DR.HL** – Well, the disclaimer, since we live in America, is go to your doctor to be sure you're not going to drop dead. But, assuming you're fit to do this, all you have to do is go out and exercise pretty close to your hardest you can for about half an hour and then just do a couple of sprints. Just sprint for a minute or two, straight up a hill and your heart will get to some number. That is as fast as your little heart will go. That's your maximum heart rate. That's the number you

This is Part I of The Neal Boortz Radio Show Power Lunch with Chris Crowley and Dr. Henry S. Lodge.

Part II will appear in our December "2007 In Review" edition and the report will cover comments about what you're telling your body when you eat a quarter-pounder with cheese, the signals aerobic exercise sends to your body, how different exercises send different signals to your body and the importance of strength training for the avoidance of body decay. Additionally, you will



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should use for all your calculations. The point is, it's your bodies' way of telling you how well your whole system is working. And, you want to work up to a certain level, but you don't want to work beyond that, not because it's dangerous. Just because it's a bit counter productive.

**NB** – Can you do something like that on an elliptical, a treadmill?

**DR.HL** – An elliptical, a treadmill, a bike or walking on the beach. Any place you want, you can use it.

**NB** – Ballpark, what should my max be? Look at Chris, he's so anxious to pitch in!

The book is "**Younger Next Year**" out in paperback as of yesterday. Go get it...it will change your life!

read comments by Dr. Henry S. Lodge that there is not one shred of evidence that vitamin supplements help your body or your health. STAY TUNED!

(Norm Cates, Jr. is a 34-year veteran of the health, racquet and sports club industry. Cates was the Founder and is now celebrating his 15<sup>th</sup> Anniversary as the Publisher of The CLUB INSIDER News. He was IHRSA's 1<sup>st</sup> President, and a Co-founder of the Association with Rick Caro and five others, in 1981. In March, 2001, IHRSA honored Cates with its DALE DIBBLE Distinguished Service Award, one of IHRSA's highest honors. Cates may be reached at: 770.850.8506 or email: [www.clubinsidernews.com](http://www.clubinsidernews.com))

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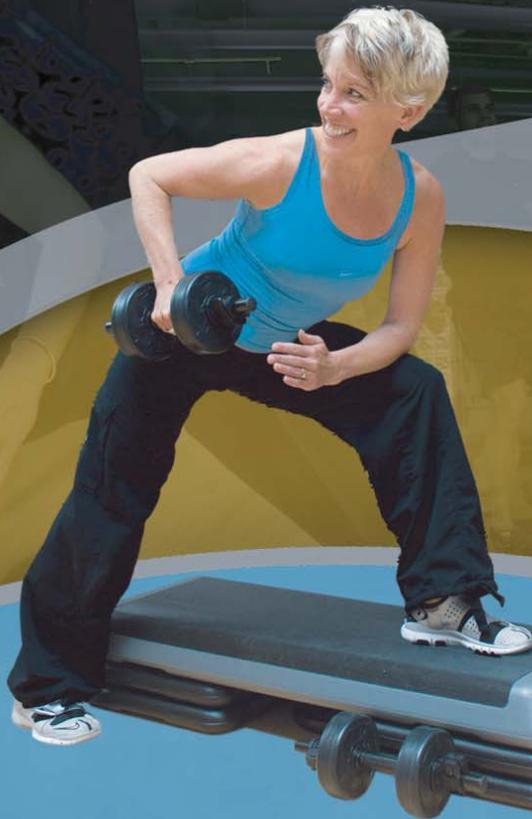
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*Jason Cook, General Manager, SIMS Health & Racquet*

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Chief Operations Officer, ABC Financial Services

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