

Raving Fans of Body Training Systems Weigh-In

Body Training Systems is now serving almost 500 quality clubs in the U.S. and Canada in their mission to create 'Raving Fans' of BTS. They are succeeding in creating raving fans on both the owner and the member side. Importantly, at this point in time, BTS has 25% of clubs who have achieved the Platinum level of participation, clubs offering five or more BTS programs.

Body Training Systems brings a vast level of experience in the club business to go with its experience in producing and developing group exercise programming. BTS provides its clients with extremely valuable assistance on how to use group exercise to increase group fitness participation, revenue per square foot and profits for clubs. In markets where competition continues to surge, BTS is helping clubs grow their revenues by attracting and keeping more new members and making members already on board happier with

their results at the club.

The clubs who've brought BTS into their clubs have brought in a real, efficient and very carefully developed SYSTEM, complete with experienced BTS Coaches to make each club successful.

I asked the folks at BTS to provide me with comments from a few of their 'Raving Fans' of their seventh and newest program introduction, Group Active™. Group Active™ targets the massive deconditioned and new exerciser market and their comments appear here:

Carol Nees, General Manager - Spartanburg Athletic Club, Spartanburg, SC

We are so excited to have Group Active™ at Spartanburg Athletic Club. This program has brought so many new faces to group fitness. The simplicity of the moves makes this a program that we can recommend to new members and to mem-

bers who have never tried group classes.

We are excited that this program is giving participants the confidence to try other classes as well. The music is such a fun component of this class! Our members are constantly singing, which makes the time go by so fast! Before you know it, the hour has passed, and they are looking on the schedule to see when they can come again.

We initially started with four weekly classes, and now because of the demand, have doubled this to eight classes per week. Group Active™ is also servicing members who wish to get all components of fitness in a one-hour period. This program was definitely the link that we were missing.

Here are just a few comments from our members:

"The most well balanced group fitness program for all ages I have ever been



Spartanburg, A. C. – South Carolina

a part of", **CABELL MITCHELL.**

"I enjoy Group Active™ because it incorporates all phases of exercise - cardio, strength, balance, and stretching.", **Marley Diver**

"This class is wonderful! I recently moved to 'Sparkle City' from Seattle, and I have met such friendly and helpful people in Group Active™ ...AND I am working off the pounds from all of the

good southern food I have been eating!", **Marie Harley**

David Fullwood, Gold's Gym Chapel Hill, Douglasville, GA
Voted Best Customer Service and Group Fitness Worldwide by Gold's Gym International

"Thank you for Group Active™. This is a tremendous and much needed (See *BTS* page 30)

Add a weight loss profit center to your club.

NOW there's a simple low cost way to Take It Off at your club!

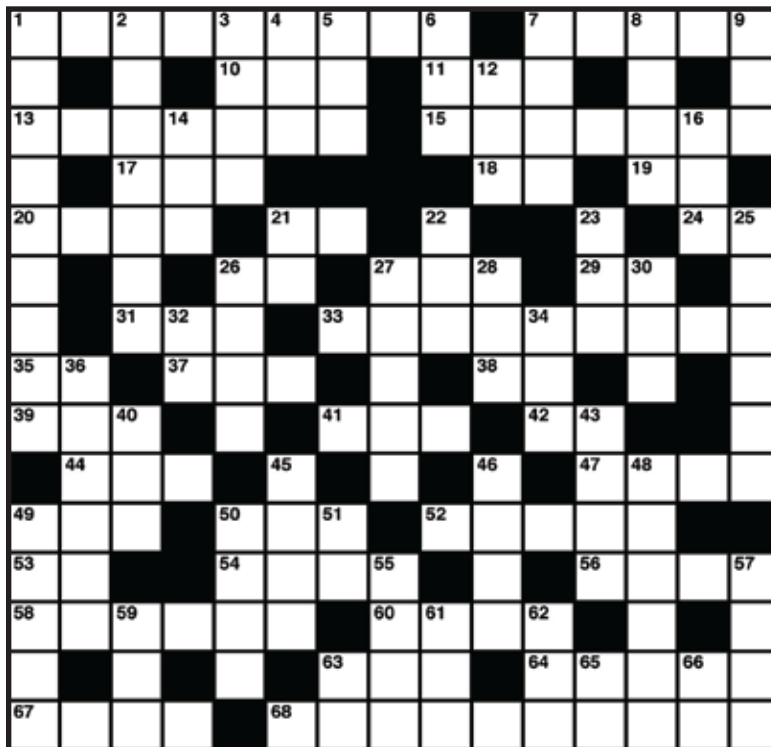
"This one is a no-brainer for clubs!"
 Florence Auld
 Women's Club, VA



Take It Off, a 3-month weight loss program, designed by industry expert, Casey Conrad, is specifically for health clubs. No big, up front investment or special staff needed. Internet training makes staffing and implementation easy.

take it off 
 weight loss program

For more information call 401-497-4159



Across

- 1. Online company that provides good leads to clubs for new memberships
- 7. Writer of "Successful Programs for Fitness and Health Clubs: 101 Profitable Ideas (goes with 15 across)
- 10. Regret
- 11. Zodiac sign
- 13. National pandemic
- 15. See 7 across
- 17. It is, poetically
- 18. Near Term, for short
- 19. Emotional intelligence (abbreviation)
- 20. Somersault
- 21. Medical expert
- 24. Manuscript, for short
- 26. Company
- 27. Get staff for
- 29. Treadmill ___ bike?
- 31. Student score (abbreviation)
- 33. Friendly gesture that goes with a smile: a proven winner for club expansion!
- 35. Expression of hesitation
- 37. Branch
- 38. Accounts payable (abbreviation)
- 39. Bar, sort of
- 41. Vegas hotel location for the National Trade Journal/IHRSA Club Business Conference and Trade Show in September 2007
- 42. Morning time
- 44. ___ Carpenter who is one of the owners of The Hockassin Athletic Club which has had spectacular pre-sales numbers
- 47. I am purchasing! (2 words)
- 49. Go away!

- 50. Outside of a hamburger
- 52. Former Director of the NFBA Nikki ____, now with ABC Financial
- 53. Old, for short
- 54. Time periods
- 56. Terminates
- 58. One of the founders of 1 across: Howard _____
- 60. Type of muscle
- 63. Once round the running track
- 64. Club special activity/gathering
- 67. Location on the web
- 68. Loyalty program that bonds members to clubs

Down

- 1. Name of Owner of Lifestyle Family Fitness which offered free 2-month memberships to youngsters.
- 2. Conference, for one
- 3. Eye part
- 4. Let go
- 5. Important
- 6. Tender loving care (abbreviation)
- 7. ___ ball
- 8. Select
- 9. Over there, old way
- 12. Eternity, almost
- 14. Drink a bit
- 16. Goal
- 21. A can ___ person
- 22. Author of "The Extreme Fat Smash Diet": Dr. ___ Smith
- 23. Expression of surprise
- 25. Co-founder of "MarketMy Club": ___ Robb
- 26. Co-creator of 1 across: Rick ___
- 27. "New Paradigm Consulting" co-owner ___ Parrella-

- Turco
- 28. Agreement that can be used to help protect a club's inside information
- 30. ___ Gordon, one of the greatest sales consultants in the industry, who made a presentation at the Club Industry East Show
- 32. Steelers locale
- 34. Soothing location
- 36. Active
- 40. Dr. ___ Richardson, Vice Chairman of the President's Council on Fitness and Sports
- 43. ___ Chaet of CMS International: a keynote speaker at the IHRSA Business conference in Las Vegas
- 45. What to do with a calorie?
- 46. Face2Face Systems, ___ Brown- another keynote speaker at the Las Vegas IHRSA event
- 48. Stretcher, in a way
- 49. ___ Gym Franchise Association
- 50. Do better than
- 51. Not applicable (abbreviation)
- 55. Jazz singing
- 57. Rests
- 59. ___ race
- 61. Spring month, for short
- 62. "A ___ Good Men" movie
- 63. "Fearless" star
- 65. Blue Ridge Mountains locale
- 66. Bismarck locale



INFORMATION REQUEST

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

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

Club Insider Advertisers

- | | |
|--|-----------------------------|
| ___ CheckFree Corp - Pg 5 | Fax#:(678) 375-3304 |
| ___ Affiliated Acceptance - Pg 9 | Fax#:(573) 374-9972 |
| ___ ABC Financial Services - Pg 32 | Fax#:(501) 992-0851 |
| ___ Sales Makers - Pg 7 | Fax#:(845)736-0508 |
| ___ Body Training Systems/Podfitness - Pg 31 | Fax#:(770)989-4710 |
| ___ National Gym Supply - Pg 23 | Fax#:(310) 280-0937 |
| ___ Visual Fitness Planner - Pg 11 | Fax#:(877) 616-1681 |
| ___ Thomas Plummer Company - Pg 17 | Fax#:(508) 833-3074 |
| ___ Active XL Promotions - Pg 8 | Fax#:(770) 350-8912 |
| ___ Fitness Mgmt. & Consulting - Pg 14 | Fax#:(214) 292-9553 |
| ___ Greenmaple Wellness - Pg 15 | shawn@fitdv.com |
| ___ REX Roundtables - Pg 24 | www.rexonline.org |
| ___ Association Insurance Group - Pg 19 | Fax#:(303)985-1248 |
| ___ Thin & Healthy Pg - 2 | www.thinandhealthy.com |
| ___ Fitness & Wellness Ins-Pg 12 | info@fitnessandwellness.com |
| ___ The STEP Company - Pg 10 | Fax#:(770)989-4710 |
| ___ InTek Strength - Pg 13 | Fax#:(618) 988-1313 |
| ___ JLR Associates - Pg 10 | jr@jlrassoc.com |
| ___ Oxyvital - Pg 26 | www.oxyvitalusa.com |
| ___ Iron Grip | www.irongrip.com |
| ___ SCIFIT - Pg 21 | www.scifit.com |
| ___ Fabiano Design - Pg 25 | www.fabianodesign.com |
| ___ Take It Off - Pg 29 | www.takeitoffweightloss.com |
| ___ Sports & Fitness Insurance - Pg 25 | jennifer@sportsfitness.com |
| ___ Club Industry Show - Pg 27 | www.clubindustryshow.com |
| ___ Susan K. Bailey Adv. - Pg 26 | |
| ___ Fit Rewards | www.fitrewards.com |
| ___ Club Broker - Pg 26 | |

...BTS

continued from page 29

program. The benefits along with the programming are a welcome routine and exercise program. Even though we believe Group Power®, Group Step® and Group Centergy® can be done by almost anyone, Group Active™ is VERY friendly and non-intimidating to the infrequent or non-exerciser. The other battle people have is balance and I don't mean

physical balance. Balancing time and responsibilities is a major contributor to a lack of exercise. Maybe the common excuse and/or reason for not exercising are the feeling or thought "I can't do it, it's too hard or I won't fit in".

Group Active™ really fills the void and helps ease the apprehension many people have. I firmly believe Group Active™ will become one of our most populated classes because it will accommodate so many people.

Being in Sales and being an instructor, I consult and coach a lot of people and their fear is a powerful influence. Group Active™ takes people from "I can't ... to I ... can." Most important, after taking the class they think, "Now I will". It opens the door to other classes.

Don't get me wrong, all the programs are fantastic. Group Active bridges the gap! It's a great addition."

Sincere Thanks, Gratitude and Appreciation to:
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.