

## Book review

# In powerful detail, a case for keeping fit

**T**HERE ARE TWO BOOKS in this decade that have been at the top of my recommend-to-everyone list. First is Jim Collins' "Good To Great," which our company has used as the template for our operations since 2002.

"Younger Next Year," which I devoured in two sittings in 2004, is a must for anyone in the health club industry or over 40.



Rich Boggs

Co-authors Chris Crowley and Dr. Henry Lodge come with impeccable credentials. Crowley, now 72, spent his career as a litigator with Davis Poke & Wardwell in New York before his retirement in 1990. Lodge, an internist, teaches at Columbia University's College

of Physicians and Surgeons.

Here's the storyline: Follow "Harry's Rules" and you will experience only a marginal decline functionally between the ages of 50 and 80 and possibly far beyond. Their primary advice is join a gym.

They also strongly urge that people try a group-exercise class.

As Crowley reasons, "First, you're more likely to go, because there's a set time and that creates a certain discipline. Second, you're far less likely to dog it once you get there."

Lodge makes the eye-opening observation that "some 70% of premature death and aging is life-style-related."



Heart attacks, strokes, the common cancers, diabetes, most falls, fractures and serious injuries, and many more illnesses, are primarily caused by the way we live. If we had the will to do it, we could eliminate more than half of all disease in men and women over 50."

There is a huge difference between aging and decaying. Aging is inevitable, which we can observe by our hair getting gray, wrinkles appearing and our maximum heart rate declining steadily over time. Lodge's research suggests decay, however, is optional. There is only one way to change decay: daily exercise. When we stop the daily exercise, the body decays, and this has been the cycle for millions of years.

Of particular interest to me is Lodge's explanation of Cytokines, which are proteins that control inflammation and regulate every aspect of human biology. Cytokine-6, or C6, is the "master chemical for inflammation (decay)" and Cytokine-10 is the master chemical for repair and growth. C6 is produced in response to exercise, and C10 is produced in response to C6.

This is your body's brilliant mechanism for coupling decay and growth. C6 actually triggers the production of C10. Decay triggers growth. In other words, no exercise = no C6. No C6 = no C10, followed by only decay and no growth.

Crowley and Lodge have a second book, "Younger Next Year for Women," and I've been recommending both these books to countless friends, many over 60.

The response has been resoundingly positive, resulting in a renewed commitment by people who were infrequent exercisers, and a new resolve among those who have not exercised in a very long time. **FBN**

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Rich Boggs is the chief executive of Atlanta-based Body Training Systems, a provider and manager of group-exercise programs for fitness clubs.