

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)

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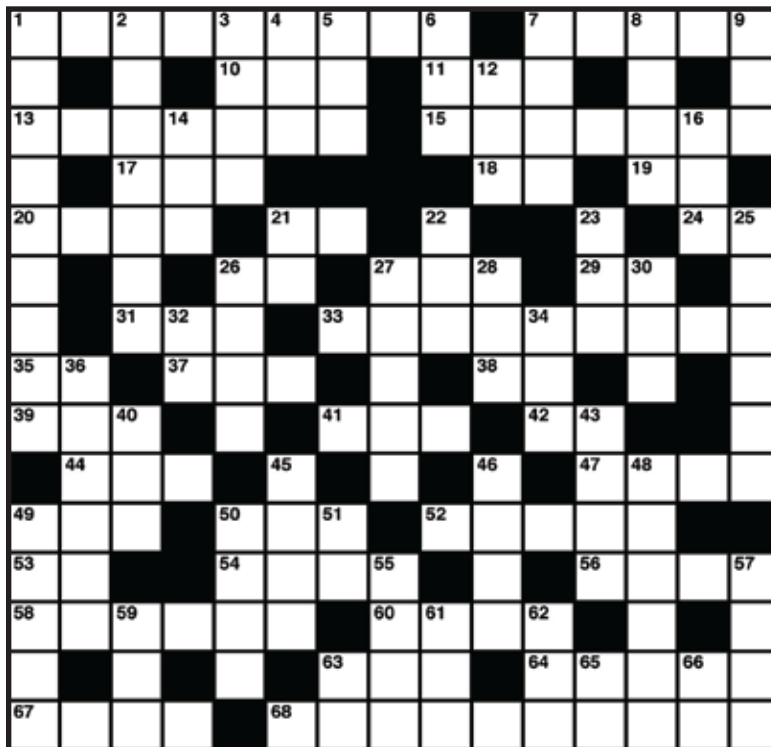
"This one is a no-brainer for clubs!"
 Florence Auld
 Women's Club, VA



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.

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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

...BTS

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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.