Don’t miss presentations led by CCD’s writers:

Phillip Mills, Les Mills International
Maximize Your Club’s Potential with Group Fitness: Monday, March 16 1:00 p.m
Latest Trends in Club Management: Thursday, March 19 2:00

Casey Conrad, Communication Consultants
Getting a Competitive Edge with E-Marketing Strategies: Tuesday, March 17 2:00
Web Leads: How To Process Them Effectively: Thursday, March 19 9:00 a.m.

Karen Woodard Chavez,
Premium Performance Training
A Guide to Building your 90-Day Prospecting Plan: Wednesday, March 18 4:00 p.m.

Rick Caro, Management Vision, Inc.
An Updated Financial Outlook on the Club Industry: Wednesday, March 18 11:00 a.m.

Rick Devereux, Tennis Coach, Yoga Master
Tennis Forum Part I: 2:00 p.m. to 3:30 p.m. Wed. March 18th
Tennis Forum Part II: 4:00 to 5:30 p.m. Wed. March 18th

Bill McBride, COO, Club One
Extraordinary Club Management: Thursday, March 19 9:00 a.m.

Will Phillips, REX Roundable
The Power of Green: Why Your Club Must Ride The Wave Thursday, March 19 9:00 a.m.

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The demand for Pilates is growing much faster than the number of certified Pilates instructors. Create your own trained Pilates staff and reap the benefits of increased revenue. Fitness club owners are discovering the value of cross training their existing fitness staff and instructors and are finally realizing that a pilates certificate means increased earning potential. Pilates instructors are the highest paid and most in-demand instructors in the industry.

"By adding Pilates to their current repertoire, fitness instructors and trainers can retain more clients, keep their interest in personal training, and make more money in a method that is growing in popularity every day,” says Carol Tricoche, Global Sales Director, Full Solutions™ STOTT PILATES®. “Personal trainers can expand their business — and as a result, so will the club owners.”

According to the 2007 IDEA Fitness Programs and Equipment Survey, 68 percent of facilities surveyed have Pilates as one of their program offerings. This is a 49 percent increase from when IDEA first started tracking Pilates back in 1999. “The growth of Pilates has increased tremendously in fitness facilities in general, and as more and more children are exposed to Pilates through clubs, schools or other environments, the growth in Pilates programming for children will expand too,” says Kathie Davis, Executive Director of IDEA Health and Fitness Association.

Leverage the Popularity of Pilates for Profit!

Solve the issue of instructor demand exceeding supply by:

Hosting On-Site Training at Your Location

STOTT PILATES® Certified Instructor Trainers will travel to your location to offer our curriculum, workshops and continuing education. You simply need to promote the course and register participants and we do the rest. It’s easy and cost-effective!

Benefits of Hosting:
• Gain revenue and profit opportunities through non-staff participants
• Train your instructors for a fraction of the cost
• Fast-track your club into the profitable and booming Pilates business.

Partner with the Leader in Pilates!
equipment-based exercise is due to profession-
al trainers gaining knowledge and confidence
in the results they are achieving with their cli-
ents. Facility owners are seeing the benefits of
purchasing top equipment and hiring the best
trained instructors and programming direc-
tors,” he explains. “Top-quality equipment and
programming equals increased membership
retention.” “Clubs that offer extensive pro-
gramming options [and quality equipment]
for members are more likely to retain clients
and attract new members due to the increased
interest in the mystique created by Pilates in
the general public,” adds Merrithew.

The Key for Instructors
“Pilates is one of the fastest-growing forms
of exercise that people of all ages, fitness abil-
ities and levels are turning to for mind-body
exercise, says Moira Merrithew, Executive
Director of Education. “Ambitious instruc-
tors, who obtain professional instruction,
can expand their knowledge base to include
special populations covering the de-condi-
tioned exerciser to the very fit. These skills
are highly marketable.

If facilities support their instructors’ needs
to learn more, it is likely that their instruc-
tors will stick around. Instructors can cross-
promote their training abilities and inte-
grate new and exciting fitness skills into
their repertoire. Instructors have the op-
portunity to increase their client base with
their newfound education – and as a result,
will be able to offer core strength, functional
fitness, muscle conditioning and mind-body
exercise to enhance the lives of others.

Group exercise instructors are amazed at
the increase in working hours they can ac-
tually put in consecutively by teaching Pi-
lates. You can teach 3-5 hours of one-on-
one Pilates sessions in a row. The transition
from group exercise to Pilates can be quite
natural considering all of the continual ver-
bal cues in this format of teaching. Pilates
can also be customized to suit every client’s
needs – including rehabilitation, sport-con-
ditioning, and pre- and post-natal exercise.

“One of the biggest obstacles that potential in-
structors come across when deciding wheth-
er to become certified or take Pilates cours-
es is the cost,” says Mr. Merrithew. “Quality

Where to Train
Often people interested in a Pilates certifi-
cate and training are not aware of their op-
ions for professional instruction, program-
ning and long-lasting education. However,
there are many high-caliber Licensed Train-
ing Centers (LTCs) around the globe. These
locations have been carefully selected to de-
deliver this elite training curriculum and ed-
ucation and are staffed with top Certified
Instructor Trainers and the best equipment
on the market. These centers adhere to stan-
dards of operation that ensure consistent
delivery of programs and services for those
wanting to pursue a career in this exercise
method. Certified Instructor Trainers trav-
el far and wide to offer programs from the
basic fundamentals to advanced training
and continuing education for ambitious in-
structors.

Unfortunately, many teachers are obtaining
their certificates through one-time weekend
programs which don’t require apprentice-
ship hours or proper qualifications of the
attendee’s skills before giving them a certifi-
cate. Many of the people teaching one-week-
end certification programs possess little to
qualify them. There are a number of well
respected certification programs specific
to Pilates that always include observation,
physical review, practice teaching, written
and practical exams, and continued educa-
tion after certification. It is important to
research all of the options before making a
choice for certification.

The End Result
There’s no doubt that dedicated, talented fit-
ness instructors can increase their earning
potential with additional professional Pilates
training – and at the same time increase their
CONTINUED ON PAGE 18
assent to the terms, such as entering a password or clicking on an “I
Agree” button. The technology used should require the member to ac-
tually read or at least scroll through all of the terms of the agreement
before accepting. Lastly, whether the agreement is online or handwritten,
it must still comply with the Health Studio Services Act.

Many electronic agreements we review prepared by billing service
companies are not in compliance. Before implementing a fully elec-
tronic agreement, consult with your legal counsel.

Enforcing the Terms of the
Membership Agreement

As the economy struggles, clubs will likely find more and more
members defaulting on their contracts. The question then becomes,
should a club take legal action to collect delinquent fees if the mem-
ber wrongfully cancelled? The answer is, it depends. Basic contract
principles apply. The member agreed to pay and the must do so for
the term of the contract. However, a club should consider collection
costs as well as public relations issues.

Unhappy members tend to start internet weblogs or post their com-
ments on opinion websites (e.g., www.yelp.com, www.insiderpages.
com, and www.eopinions.com). The question is whether negative
publicity is worth collecting a few hundred dollars. Check out the
opinion websites to see what is being said about your club. Some sites
will remove unfair or unfounded derogatory comments. Whether
you institute formal collection action or not, remember to be reason-
able and consistent. Treat all members the same.

Gary J. Bradley, Esq. is a partner in the law firm of Bradley & Gmelich,
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Diversified Instructors… continued from page 11

As a supporter of CCD, PETRA proudly offers all members
a discount on their locker room amenities.

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Soap, $avings
and Service.

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