

fitness

MANAGEMENT

ISSUES & SOLUTIONS

ISSUES

FEBRUARY 2008

PERSONAL TRAINING
Methods to Increase
Participation and Revenue

**MULTI-CULTURAL
MARKETING**
Create a Competitive
Cross-Cultural Environment

COMPUTERS/INTERNET
Better Serve Members
with a Go-To Website

Maximizing Profit

Techniques to Gain a Competitive Edge

PLUS:

- Expanding the Life of Equipment
- Research Update: Core Training
- Purchasing Guide: Cardio Equipment

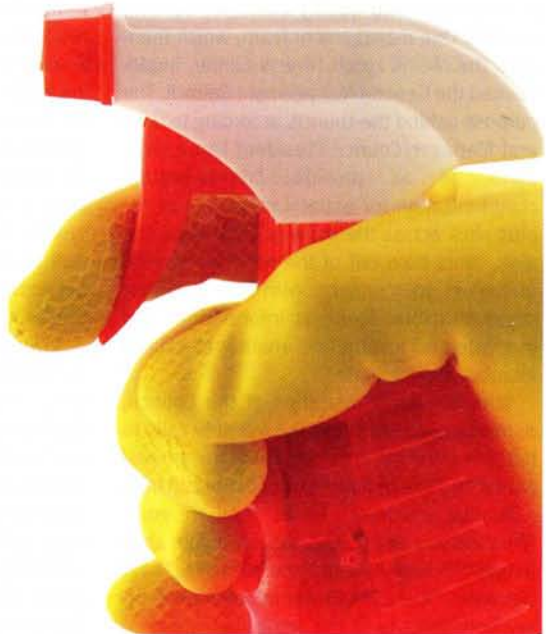
How can fitness centers reduce the risk of MRSA?

The term “MRSA” (pronounced “mur-suh”) stands for methicillin-resistant Staphylococcus aureus. Described as a “virulent superbug,” several cases of MRSA produced a great deal of media attention, which resulted in a jittery public. MRSA isn’t a new strain of staph, however; media reports brought more notice to it.

MRSA is transmitted mostly by skin-to-skin contact, openings in the skin (such as cuts and abrasions), and contaminated items and surfaces. It occurs mainly in hospitals and healthcare facilities among people who have weakened immune systems. But MRSA can be transmitted in other places where many people congregate, such as fitness centers.

As a precaution, ensure that your fit-

ness staff is trained in first aid and the recognition of wounds that are potentially infected. Establish a cleaning schedule for disinfecting exercise equipment on a regular basis. Also, encourage members to wipe the surfaces of exercise equipment before and after use, and post signage to that effect. Make disposable towels and spray bottles with a suitable disinfectant available. Suggest that members use a barrier when using equipment (such as a personal towel). Finally, advise members to keep cuts and abrasions clean and covered. **FM**



90% OF YOUR MEMBERS WANT TO HAVE A RELATIONSHIP WITH YOU.

LET US PLAY MATCHMAKER.

With 90% of health club members using only cardio equipment, there's an incredible opportunity to engage these members and increase profitability with Polar's turnkey fitness technology.

+ TARGET

The Polar BodyAge® System effectively initiates relationships with members by targeting areas that a member needs to improve.

+ TRAIN

Polar's heart rate monitors can be incorporated into the member's training regimen to generate additional sales revenue for your club.

+ TRACK

The Polar Keeps-U-Fit™ software will display member results, which helps with member retention and tracking financial success.

As members achieve their goals by using these fitness solutions, their relationship with your club grows – along with sales and referrals.

For more information on our revolutionary suite of technology products, please call 800.290.6330 ext. 3224 or email sales@polarusa.com.

800.290.6330 ext. 3224 • PolarUSA.com

POLAR
LISTEN TO YOUR BODY

Will intense workouts impair fertility?

The thought that intense workouts can impair fertility can be traced to a study that was published in the *International Journal of Sports Medicine*. In the study, 16 healthy men with no previous infertility problems were randomly assigned to two groups: One group pedaled to exhaustion on a stationary cycle four days per week for two weeks, while the other group served as a control and didn't perform any activity.

After two weeks of exhaustive exercise, the experimental group showed significant changes in six of the 10 sex- and stress-related hormones that were examined, as well as most of the seminological parameters (such as sperm concentration). The control group showed no significant changes in their hormonal and seminological profiles.

Are the results of this study cause for alarm? Well, the changes in the experimental group were statistically significant, but they were "subclinical," meaning that the changes were mild and wouldn't be detectable by clinical testing. Also, all of the parameters nearly returned to pre-exercise levels within two or three days. And, despite the fact that the subjects in the study were "healthy," suddenly exercising to exhaustion eight times in two weeks — rather than gradually adapting to such an intense protocol — may have been a factor in the results. **FM**

Does vinegar 'burn' fat?

A highly popular sports magazine contained an article about a running back in the National Football League and his efforts to maintain his body weight. According to the article, the player got down to 223 pounds, and then arranged a weigh-in with the trainer for the San Diego Chargers. He weighed 221 pounds "after chugging pickle juice en route to the team's facility (vinegar burns fat)."

Is this even possible? For the sake of argument, let's assume that the 2-pound loss of weight came entirely from fat (especially since it's pointed out that "vinegar burns fat"). At rest — or nearly at rest, such as driving a car — an individual who weighs 223 pounds uses about 1.77 calories per minute. One pound of fat has 3,500 calories. Under resting conditions, then, a 223-pound individual would "burn" 2 pounds of fat in roughly 3,946 minutes, or about two days, 17 hours and 46 minutes. So, unless the player drove to San Diego

non-stop at an average speed of 60 miles per hour from somewhere like Fairbanks, Alaska — or another place that's about 3,642 miles away — it's simply impossible to "burn" 2 pounds of fat while driving a car. There's absolutely nothing in vinegar that could "burn" fat in any

way. Nor is there any substance currently known that can "burn" fat. **FM**

Matt Brzycki is assistant director of campus recreation, fitness at Princeton University, Princeton, N.J. He has more than 24 years of experience at the collegiate level and has authored, co-authored or edited 16 books.



Certify with Confidence™

Certification, Accreditation and National Boards *Build your career on a solid foundation with AFAA*

The Aerobics and Fitness Association (AFAA) is the "one-stop" source for state-of-the-art education services for fitness professionals. AFAA offers a complete package of up-to-date training, testing, certification and continuing education, including workshops and classes, written and practical examinations, online courses, and a wide range of reference works and other publications. AFAA's programs and materials are affordable, offered at frequent intervals, and designed to meet the latest criteria and highest standards of the fitness industry.

- The Aerobics and Fitness Association of America (AFAA) is the world's largest fitness and TeleFitness® educator™.
- AFAA provides education, training and certifications, including written and practical exams.
- AFAA is an affiliate of the National Board of Fitness Examiners.
- AFAA provides an NBF National Board Review Course for personal fitness trainers.
- AFAA's certifications are accredited by Vital Research and AFAA is a member of the National Organization of Competency Assurance (NOCA). AFAA also applied for an additional accreditation through an organization recognized by the Council for Higher Education Accreditation (CHEA) and the U.S. Department of Education, meeting IHRSA's 2005 recommendation on accreditation for fitness certification organizations.



New for Fitness Professionals

- Personal Fitness Trainer Certification v3
- Personal Fitness Trainer Online Preparatory Course
- *Personal Fitness Training: Theory and Practice* textbook
- Multitraining DVDs and CDs

vital **research** APPLIED SURVEY EVALUATION



NOCA
NATIONAL ORGANIZATION OF COMPETENCY ASSURANCE

Join us in taking fitness to a new level!

800-225-2322 ext. 600

www.afa.com

© 2007 Aerobics and Fitness Association of America