

# fitness

## MANAGEMENT

ISSUES & SOLUTIONS FOR FITNESS FACILITIES

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### **FITNESS ASSESSMENT**

Motivate Members  
by Measuring  
Exercise Results

### **CUSTOMER SERVICE**

Improve Service  
Experience with  
Secret Shoppers

### **MAINTENANCE**

Keep Customers  
Happy by Raising  
Cleanliness Standards

## Retaining Members

Solutions to Keep  
Members Coming Back

### **PLUS:**

- 2nd Annual Augie's Bash
- Group Cycling Principles
- Youth Weight-Loss Program Basics

## Is it possible to eat healthy at a fast food restaurant?

In 2003, consumers spent nearly \$121 billion in fast food restaurants. It has been said that each day, one out of every four people in the U.S. eats fast food. Although eating “on the road” is usually quick and convenient, the food tends to be high in calories, fat and sodium. Nevertheless, there are healthy tactics that can be employed when eating on the road. Here are a few suggestions:

*Drink responsibly.* Two beverages to avoid are milkshakes and sodas. Besides being high in sodium, milkshakes are high in calories and fat; most sodas are high in sugar, which has virtually no nutritional value. Excellent choices for a beverage are low-fat milk, juice and water.

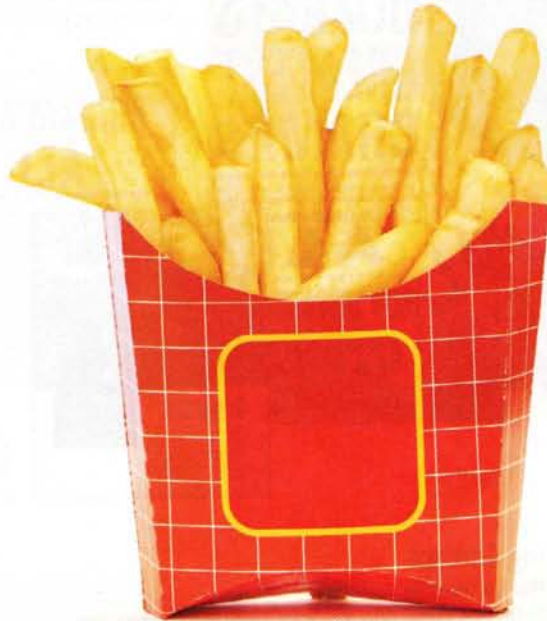
*Get substitutes.* Just because a meal comes with a soda doesn't mean consumers can't ask for low-fat milk; just because a meal comes

with French fries doesn't mean they can't ask for a baked potato (plain, of course).

*Control portions.* Tell clients to order the smallest burger, not the largest one (and get it without cheese). They should get the smallest order of fries, not the largest one. In short, it isn't wise to supersize.

*Become knowledgeable.* A food at one restaurant can differ dramatically from the same food at another. For example, researchers looked at 36 chicken sandwiches from 16 fast food

chains. They found that a chicken sandwich at one fast food restaurant had 360 calories, and a chicken sandwich at another fast food restaurant had 950 calories.



## What's meant by the term “significant” when it's used in studies?

In discussing research studies, a term that appears frequently is “significant” (or a derivative of the term, such as “significantly”). In normal dialogue, “significant” means “important”; in statistical dialogue, “significant” means “probably true.” The term “significant” is used to describe the amount of change, as well as the difference between two or more groups. When the amount of change is said to be “significant,” it means that it's “probably true” that the amount of change was the result of the treatments rather than pure chance. When the difference between two or more groups is said to be “significant,” it means it's “probably true” that the difference was the result of the treatments rather than pure chance.

Consider, for example, a study in which subjects are randomly assigned to two different groups: One group receives Treatment A and the other group receives Treatment B. Both Treatment A and Treatment B could produce a “significant” increase in some variable — such as muscular size or strength — without there being a “significant” difference between the two treatments. So the group that did Treatment A might experience a greater amount of change than the group that did Treatment B, but the difference might not be large enough to conclude that Treatment A is superior to Treatment B. Rather, the difference may be due to “pure chance.”

## Is there a difference between refurbished and reconditioned equipment?

Many individuals elect to purchase fitness equipment that's used rather than new. While this can allow a fitness center to acquire name-brand equipment without incurring significant costs, it's important to be aware of the terminology that's often employed.

The terms “refurbished” and “reconditioned” both refer to used equipment, but they have different meanings. In general, equipment that is refurbished means that it's repainted, repaired and rebuilt; equipment that's reconditioned means that it's only repaired as needed. (Some vendors use the term “remanufactured.”) Different vendors may have different definitions of those terms, so it's a good idea to determine exactly what they do to the equipment so you're not surprised at the time of delivery. As an added measure, you can request photographs of the equipment. Finally, it's important to ask about warranties and to check references.

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