

Couch Potato Or Elite Athlete? A Happy Medium Keeps Colds At Bay!

“Different levels of exercise can actually significantly increase or decrease your chances of catching a respiratory infection, says Professor Mike Gleeson from Loughborough University. While regular moderate exercise can reduce the risk of catching cold-like infections, prolonged strenuous exercise, such as marathons, can make an individual more susceptible. “

<http://www.medicalnewstoday.com/releases/240018.php>

Mapping the Journey

Stuart Dyson talks to Health Club Management on how businesses can put member experience at the heart of what they do

“Creating great experiences is good for business, often resulting in increased revenue and retention. Experience consultants The Temkin Group analysed 12 different industries and found that customer experience leaders enjoy a double-digit advantage in customers willing to buy more from them, as well as customers showing a greater reluctance to switch and an increased likelihood of recommending them to others. In 2009, Forrester Research noted that customer experience leaders enjoyed a loyalty advantage of more than 14 per cent. To achieve similar gains for your company, there’s a need to focus much more on the collective experiences that make up the customer interactions and touchpoints of what you offer, far beyond product and service.”

Read On

<http://www.healthclub.co.uk/digital/index1.cfm?mag=Health%20Club%20Management&codeid=26503&CFID=88981238&CFTOKEN=51087935>

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X-Fit to Launch Rebranding Campaign

The Russian fitness club group X-Fit has recently launched a rebranding campaign. The campaign will include a new logo and a slogan “X-Fit is the Power of Your Success”. Marketing Director Ekaterina Malysheva noted that the changes are

intended to make X-Fit “more recognizable and remarkable among target clients”. The new logo features a mellow, light green colour that symbolizes bright changes and success.

Learn more about X-Fit (link to www.xfit.ru)

IHRSA 2012 Speaker Preview Webinar!

Thursday, 26 January | 19:00 – 20:30 (UTC/GMT)

Join us for a complimentary webinar consisting of consecutive, 25-minute presentations by three guest speakers featured on the IHRSA 2012 schedule in Los Angeles. The presentations include:

- **Relationships, Results, Retention & Referrals** presented by Michael McDonald, Director of Fitness Services & Member Experience, World Health / International Fitness Holdings, Inc.
- **Viral Marketing – Managing the Spin** presented by Teresa Coffey-Gordon, Chief Marketing Officer, Millennium Partners Sports Club Management, LLC
- **Building a Simple & Effective Fitness Business Plan for Sales Success** presented by Tim Keightley, Vice President of Fitness & Personal Training, Gold’s Gym International, LLC

IHRSA Member Registration (link to <http://www.ihrsa.org/webinar-member-free/>)
Non-Member Registration(<http://www.ihrsa.org/webinar-registration/>)

Google Translation of IHRSA.org now available

Google translation of the IHRSA website, www.ihrsa.org, is now online. This new feature will make IHRSA’s online resources available in over fifty languages including: Danish, Dutch, French, German, Italian, Norwegian, Portuguese, Russian, and Spanish.

Visit the IHRSA Website (www.ihrsa.org)

Featured *CBI* Article – Digital Darwinism

Business is evolving and moving online. A question: Is your club?

Your club has a Website. It's packed with information about your amenities, your instructors, and your classes. It has your contact information and, maybe, driving directions to your location. Perhaps it's even accessible via mobile devices, such as smartphones. If you think this means that your club has embraced life in the Internet age, think again. The health club industry may, at heart, be about "getting physical," but, increasingly, the business is going digital. Today, clubs are turning to technology to market and sell memberships, schedule and bill for their services, keep their employees up to date, maintain their equipment, and, even, train their clients.

<http://www.ihrsa.org/cbi/2012/1/2/digital-darwinism.html>

IHRSA 2012

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- 1. Stay at the Forefront of Innovation.** Discover what's new through more than 130 focused educational opportunities and experience first-hand the coolest products and the hottest trends at the world's most dynamic International Trade Show.
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View the complete programme (link to www.ihrsa.org/convention)
Watch the IHRSA 2012 Movie Trailer (link to <http://www.ihrsa.org/home/2011/12/20/youre-invited-to-our-la-premiere.html>)

Register for IHRSA 2012 (link to ihrsa.org/go2012)

Ask an Industry Leader

Karen Jashinsky, Nicki Anderson and Phil Wendel discuss what do you do to attract members to your club who feel self conscious while working out in this week's *Ask an Industry Leader*.

Q: "How do health clubs handle obese members who feel self conscious while working out in public? What do you do to attract these members to your club?"

<http://www.ihrsa.org/home/2012/1/23/what-do-you-do-to-attract-members-to-your-club-who-feel-self.html>

The Conversation

The discussions are currently taking place on IHRSA's LinkedIn Group (http://www.linkedin.com/groups?home=&gid=1034747&trk=anet_ug_hm)

Sales Statistics

http://www.linkedin.com/groupItem?view=&srctype=discussedNews&gid=1034747&item=88100279&type=member&trk=eml-anet_dig-b_pd-ttl-cn&ut=3g_oZhe6vCIB41

Incentives for Physician Referrals

http://www.linkedin.com/groupItem?view=&srctype=discussedNews&gid=1034747&item=88871344&type=member&trk=eml-anet_dig-b_pd-ttl-cn&ut=2VYwB2fYB6vB41