

• SPAS FOR PROFIT: How your club can boost its bottom line through spas.

# CLUBSolutions™

THE #1 BUSINESS RESOURCE FOR THE HEALTH & FITNESS INDUSTRY



## DRIVING THE M.A.C.

HOW MITCH WALD  
DEVELOPS TEAMS TO  
HELP HIM EXPAND  
THE MARYLAND  
ATHLETIC CLUB IN  
THE BALTIMORE  
MARKET.

CLUBSOLUTIONSMAGAZINE.COM

FEBRUARY 2010

211 TOWNEPARK CIRCLE, SUITE 200, LOUISVILLE, KY 40243

IHRSA'S 29th   
Annual International  
Convention & Trade  
Show

USE OUR "MUST-SEE" GUIDE TO  
HELP ENSURE A PROFITABLE  
TRADESHOW EXPERIENCE

PRSTD STD  
US POSTAGE  
PAID  
CPC

**ComfortGYM**  
the long lasting mat



**10% Off**  
Details Below



- Provides maximum comfort and protection from pain and injury
- Waterproof and stain resistant
- Easy to clean and maintain
- Built-in antibacterial protection eliminates bad odors and limits growth of bacteria and mold
- Won't tear or bottom out like other mats
- Available in a variety of colors
- Logo customization is available
- Quantity pricing available



5-Year  
Warranty



Storage Options  
Available



Ships In  
24-48 Hours

To receive 10% off use promo code CS0209.  
Offer expires 4/30/09. Offer not valid on past  
purchases. Some restrictions may apply.

Order Online or Via Phone  
[www.kieferfloors.com](http://www.kieferfloors.com)  
800-322-5448



## Revolution Fitness Launches A 'Magic Bullet'



REVOLUTION FITNESS, BOSTON'S neighborhood gym, introduces a customer-focused, results-driven technology program to best assist clients with their fitness and weight-loss goals. Five years in the making, certified trainer Mike D'Angelo (pictured in the photographs), developed the exclusive fitness software. Through a series of body analyses, including muscle to fat ratios and metabolic rate, the program illustrates a client's current body status as well as outlines areas that need improvement. The goal section maps out what's necessary in order to reach one's goals in a clear and concise format.

"We wanted to create a program that both educates and assists our clients in reaching their fitness goals," said Mike D'Angelo, Revolution Fitness personal trainer, who developed the program as a way to help his clients achieve results easier and faster. "We are using Science to do that! If you follow the numbers the program outlines, your goals are easily attained. If clients come in and want to lose a specific number of pounds by a certain date, the program outlines intake and expenditure guidelines to make it happen. It is that simple!"

Deemed as the "magic bullet for success," the patent-pending program breaks down one's approach to fitness into manageable daily, weekly and/or monthly goals. The program also has a client login feature that allows clients to view their progress and check their goals at home, between training sessions.

"When someone signs up for a personal training session, they can now be ensured that their experience and results will be unlike anything else out there," said Derek Christensen, the founder of Revolution Fitness.

The fitness assessment program is available for Revolution Fitness members and non-members for the price of one personal training session (ranging from \$85-125, depending on the trainer's expertise level). All Revolution Fitness trainers are well versed in the technology. The fitness assessment is available as an appointment on its own but is recommended as the first appointment of one's personal training package in order to kick-start a regular regiment under the supervision of a trainer.

