

Norm Cates'

THE Club Insider

NEWS

The "Pulse" of the Health, Racquet, and Sports Club Industry Worldwide

Hard Work Pays Off for the Eclipse Fitness Team!

An Interview with Maria Parrella - Turco, Eclipse Partner

By: Norm Cates, Jr.

Hard work. Hmm... For some in the health, racquet and sports club industry, hard work is what other people do, but for Maria Parrella-Turco, Ray Coassin and Chris Pacifico, it's what they do everyday at their Eclipse Fitness, Sports and Wellness Club in Green Brook, New Jersey.

Working hard in any business has its challenges and its rewards.

But...How do you define hard work in our industry? Do you define it as: showing up at your club for work in the middle of the morning, saying "Hi" to staff and members you may encounter, heading into your office to return phone calls and emails, then in about an hour heading to the locker room to dress for your very important daily workout, and after finishing your workout, a bit more office time and out the door by 4 PM?

Or, do you define

working hard as: arriving at your club early everyday... before the "morning crew" of early bird members have finished their workouts, showered, grabbed coffee and headed out to work, walking your entire club to see if all is in order and up to your standards, meeting and greeting members and staff as you see them, conducting a



staff meeting from 9:00 to 9:30 a.m., returning phone calls and emails for 30 minutes after that, then studying industry publications and information for an hour, taking your lunch break on the workout floor, finishing so you have time to shower, dress and be back at the reception desk to tell the departing lunch-time crowd "Goodbye and have a great day!", then back to your office to work on budgets or other paperwork for a couple of hours. Then, out of your office

and back to the reception area by 4:30 PM to meet and greet your evening crowd for an hour, then to the fitness floor to chat and meet and greet members and be their friend. Back to your office at 7:30 to return afternoon phone calls and emails and out the door headed for home at 8 PM, if not later.

No matter how YOU define hard work in your club life, you're going to benefit from reading this interview with Maria Parrella-Turco, Partner (See *Eclipse Fitness* Page 10)

The "One for All" Became One to Remember

SAN DIEGO - March 11, 2008 - The International Health, Racquet & Sportsclub Association (IHRSA) announced today that more than 12,000 fitness industry professionals from 70 nations gathered to celebrate the association's 27th Annual International Convention & Trade Show, which came

to a conclusion on Saturday.

"On behalf of IHRSA, I extend our deepest appreciation and gratitude to all who joined us last week in San Diego," said Joe Moore, President and Chief Executive Officer of IHRSA. "The superior quality of the educational (See *IHRSA 2008* Page 6)

Augie's Quest Beach Bash In San Diego, California

SAN DIEGO March 7, 2008 - The Third Annual BASH for Augie's Quest, a fundraising gala created by fitness industry pioneer Augie Nieto, raised \$1.5 million to combat amyotrophic lateral sclerosis (ALS, or Lou Gehrig's disease).

The event was held Friday,

March 7, at the San Diego Marriott Hotel & Marina and drew more than 1,100 participants, exceeding organizers' expectations.

The funds are earmarked for the Muscular Dystrophy Association's ALS Division, which leads the worldwide (See *Augie's Quest* Page 6)

Strive Spirit ...The STAR of the IHRSA Trade Show!

By: Norm Cates, Jr.

In my book, the *Star of the IHRSA2008 Convention Trade Show* was *Strive Fitness*, but Strive didn't actually exhibit their equipment at the IHRSA Trade Show! You read that right. Strive did not have its main exhibit on the IHRSA Trade Show floor.

Instead, Strive took the prize for this show for customer relationship building in the fitness equipment sector when **JOHN SALVITTI** and his lovely

wife, **MICHAELA**, hosted their own trade show on the awesome 165' long, 30' wide *California Spirit*, a yacht they chartered and temporarily renamed: the *Strive Spirit*. Using a huge crane, estimated to be 80 feet high (see photo), they placed their equipment product line on display. Hundreds of club owners, folks who are and would like to become Strive customers, attended this two-day exhibit. 500 people enjoyed the Friday evening cruise filling the three-deck yacht to the brim while

two dueling piano men, flown in from Orlando, sang their hearts out. Seeing the Strive equipment line-up on this beautiful vessel, one would think they were visiting a health club on the water. 1,300 potential customers and Strive equipment owners visited the *Strive Spirit* over a 19-hour period of time covering Friday and Saturday.

The Salvitti's and world-class brander, **DEREK BARTON**, the man who made *Gold's Gym* a brand known (See *Strive Spirit* Page 6)



The Strive Spirit

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•Jerry Noyce, President's Council Member, Announces President's Challenge •Attitude-Key To Your Success •Rick Caro Presents 12th Annual Financial Panel •CheckFree Summit Speaker Jeff Skeen was excellent •Turning Your Most Difficult Employee Into Your Most Productive •Building Relationships •Motivation Through Mission •REX Going Green! •Polar and NESTA Partner to Offer a New Personal Training Certification •Club Spa and Fitness Association founded •Sandy Coffman's Programming Tip of the Month •Augie's Quest has raised \$13,730,525 in 27 months! •Western Athletic Club sold for second time... Jim Gerber stays on! •Club Insider launches: clubinsideronline.com on April 1, 2008! •North Castle Partners acquire World Health Club chain. •Joey Blue offers GymChatter.com to industry! •Geoffrey Dyer honored by IHRSA with DALE DIBBLE Distinguished Service Award •Michael Levy moves from IHRSA Chair to Industry Leadership Council Chair •Gene LaMott new incoming IHRSA Chairman •Ed Williams, Lloyd Gainsboro, Mike Motta and Julie Main end IHRSA Board service •Club Insider welcomes 3 new advertisers! •LA Fitness squabble over money damages industry in Oregon.

