

# PRODUCT FOCUS: STRIVE SMART STRENGTH

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What's a sure-fire way to combat obesity while spending quality time as a family? Adults and kids at the Ralph J. Stolle Countryside YMCA in Lebanon, OH think it's the STRIVE Enterprises' line of Smart Circuit equipment with its unique features that make it family friendly for all ages and sizes.

Strive Smart Strength has two product lines, one for people about 4'8" and over and one for those who are shorter, allowing families work on equipment appropriate for everyone's height. STRIVE's youth equipment actually has a target height range of 3'8" to 5'10" but adjusts to work with taller individuals as well.

Another feature is three cam settings that allow everyone to choose where they want the maximum resistance, at the beginning, middle or end of the movement... or anywhere in between. Because of this feature, STRIVE works the muscles differently than traditional strength training equipment. Each setting "shocks the muscle because you get different types of workouts," says Jennifer Dorko, a staff member at the Countryside YMCA. Your members aren't "stuck" with the same resistance at the same point of movement each time they strength train.

The Countryside YMCA has had STRIVE Smart Circuit exercise machines for about a year and a half. They have them in a group exercise room environment with machines for taller people around the perimeter and smaller machines in the middle allowing everyone to exercise together, without getting in each other's way. Primarily they offer circuit training classes with the STRIVE Smart Circuit equipment with twelve machines for each height and about 1.5 minutes for each machine.

Dorko says members are really excited by the STRIVE Smart Circuit equipment because it is so different than the strength



training they used to do. All in all there are over 60 STRIVE Fit classes for YMCA members... it's hugely popular! And it's still growing. There are kids, teens, adult and senior STRIVE classes.

"It's been a really nice way to broaden people's workout because they used to get so anxious when they hit a plateau," says Dorko, "The ability to adjust each exercise helps members, move right past that plateau."

The Countryside YMCA is also working on a program they are calling Team STRIVE, where teams from local schools can come to the YMCA and do their strength training on the STRIVE Smart Circuit equipment.

Another great benefit having children and adult sized equipment grouped together is that encourages all members of every age to workout together, not just families. While it's great for teens to have their own space within the Y just to be kids, it's also important not to isolate them. Says Chris Ahlers of the Summit Area YMCA in New Jersey, putting everyone back together helps teens to know and follow the rules, helps adults to be more accepting of teens and helps everyone to be more respectful of each other. While the Summit Area YMCA does not yet have STRIVE Smart Circuit's equipment, they are working on it and excited about the whole concept.

The Uniontown Area YMCA in Uniontown, PA purchased STRIVE Equipment for their main fitness floor. Bill Poninsky, Health and Fitness Director says that members really like the STRIVE equipment because it is so user friendly. "That fact is good for the general member," he says but the athlete and heavy duty weight lifters also really like the target loading, (the main feature that sold them on purchasing STRIVE).

As a matter of fact, after adding STRIVE, Poninsky says they saw a large membership growth which he feels is due in part to members really liking the STRIVE equipment. Says John Salvitti, STRIVE's President, "STRIVE clicks with the YMCA population because STRIVE delivers more than just equipment. STRIVE offers turn-key fitness solutions driven by the most efficient circuit training technology on the market. There is an immediate impact on the success of YMCAs because it satisfies the needs of both new and existing members in any facility."

STRIVE's equipment, both adult and kid sizes, have really benefited the YMCA communities that utilize them. Just another way YMCAs are making strong (and healthier) kids, strong families and strong communities. **OSF**

(STRIVE Smart Strength can be contacted at (800) 368-6448, or [www.strivefit.com](http://www.strivefit.com))



Photo Courtesy from Ralph J. Stolle Countryside YMCA in Lebanon, OH

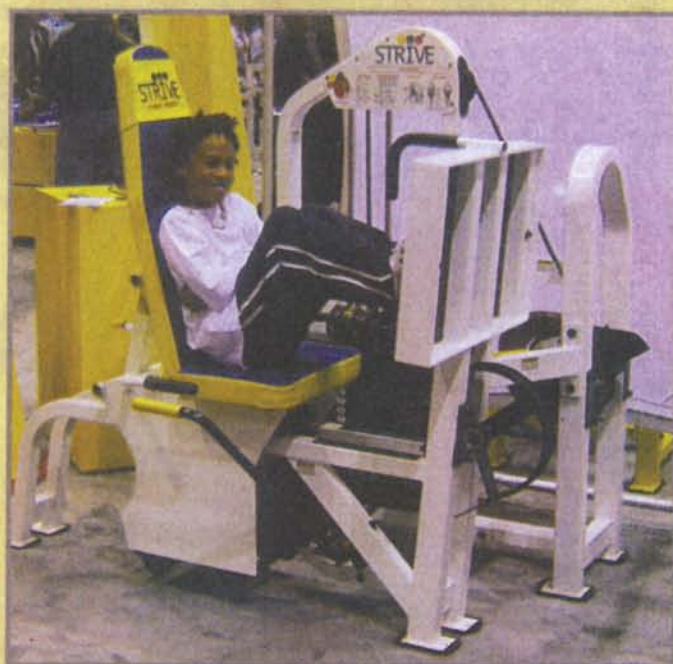


Photo Courtesy from The Summit Area YMCA in Summit, NJ