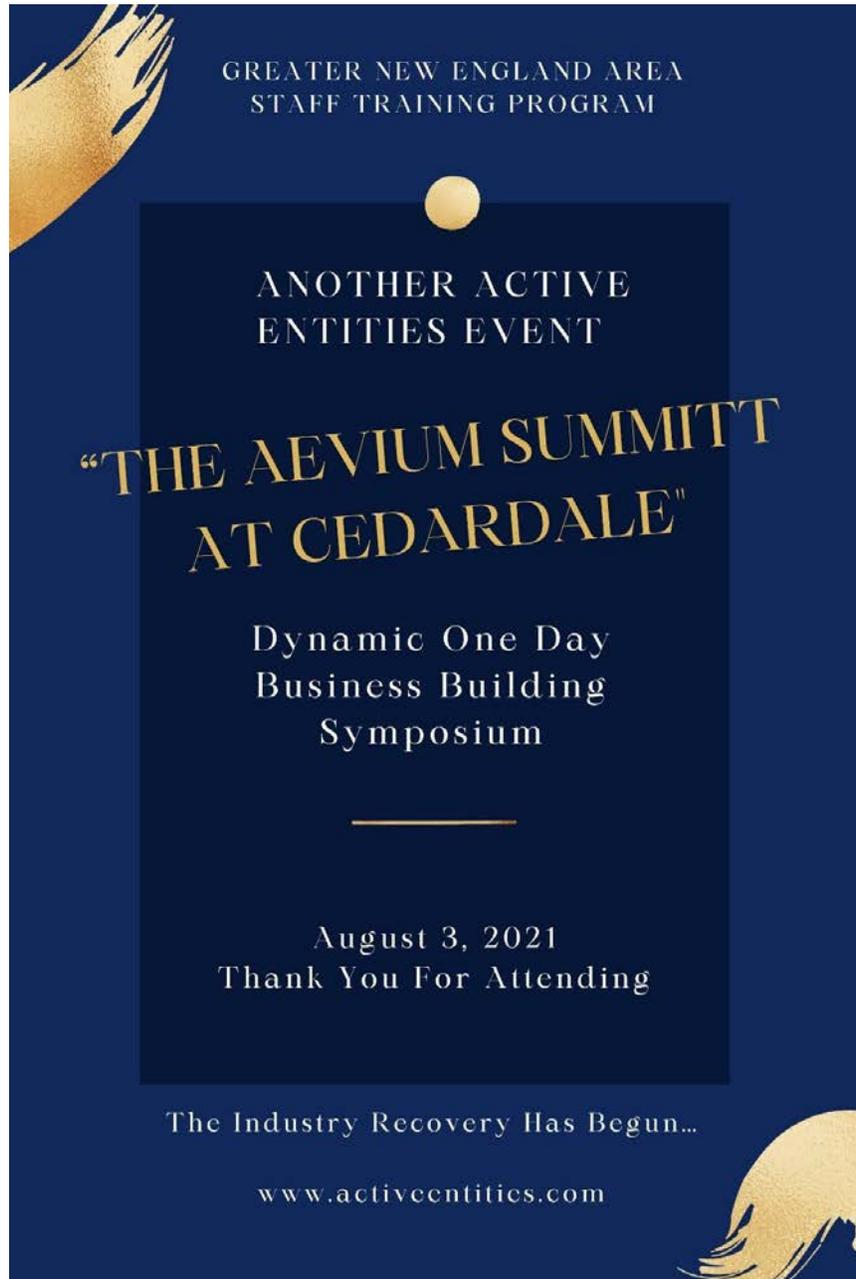


# WELCOME ATTENDEES



GREATER NEW ENGLAND AREA  
STAFF TRAINING PROGRAM

ANOTHER ACTIVE  
ENTITIES EVENT

**“THE AEVIUM SUMMITT  
AT CEDARDALE”**

Dynamic One Day  
Business Building  
Symposium

August 3, 2021  
Thank You For Attending

The Industry Recovery Has Begun...

[www.activeentities.com](http://www.activeentities.com)



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## Introduction:

Henry Ford once stated "A business absolutely devoted to service will have one worry about profit...They will be embarrassingly large". For decades independent clubs have impacted the communities they serve with depth, compassion and support as they embraced becoming the epicenter for active living enthusiasts. The goal for most was simple; become a significant part of the lives of members and success would follow and it did. We saw clubs like Newtown, Cedardale and Franco's climb to national prominence and as they led the way, many followed and the industry evolved into more than just fitness, it became a lifestyle for millions.

There are four pillars of a successful fitness business and all of them will be addressed today:

- Exceptional Member Experiences
- Visibility on your business performance
- Keeping the experience simple for your employees
- Maintaining control over your business as it grows

Yes, we know there are hundreds of intricate pieces to building a great business as opposed to a good one but the four pillars stated above have been proven to be essential when creating long-term success. We know that over 60% of members will take their business to a competitor if there is a drop in the perceived value for which they are paying. Telling stories and letting people know about successes that happen in your club is crucial to reinforce messaging and instill confidence in future members. Ongoing staff training and staying ahead of the growth process brings ease to your staff with regards to how they do their job. The easier it feels to them, the more they can focus on engaging members. Efficient systems enable growth to occur seamlessly as having strong lead management combined with eliminating unnecessary administrative tasks provides room for growth and eliminates excessive growing pains.

Like any champion, the industry has taken significant hits over the last year... but it is still standing. There is no doubt change is needed as we simply cannot accept being grouped with casinos and bars when it was assumed health clubs would be grouped with medical offerings. There are reasons why credibility is low. The opportunity to fix that begins now. Consumers are smarter and their approach to choosing a facility is more sophisticated than it was prior to the Pandemic. The opportunity for independent clubs, staffed with personnel who have ties to their communities, to rise above the fray and establish themselves as essential epicenters of safe and caring activity is tremendous. Hence, the Battle for Independents has begun.

### **Active Entities “RESULTING”!**

When you combine a team of club industry management experts (who have decades of proven success) with professional vendors who are THE BEST in their respective spaces, you get RESULTS! Throughout the pandemic our team worked with over 100 clubs- ALL of which we are very proud to say are still in business. Our formula for success is simple: put forth the best team of experts and be transparent in our collaborative efforts in order to find the road to success for our clients.

Active Entities Consulting was developed on the premise that independently owned facilities and medical fitness facilities can play an important role in local communities beyond simply “working out”. We have seen the value that locally owned clubs have with regards to providing “affordable luxury” for families who engage in active living together, and the positive impact clubs that are owned and operated by community members have on its members. The legacy of these clubs isn’t what THEY get out of it... it’s what they are doing for each generation they engage with.

To that end, Active Entities Consulting is committed to supporting independent clubs with affordable programs and initiatives that are designed to create exceptional member experiences, bring forth the unique value they provide, grow and develop exceptional staff, and open pathways for independently owned entities to grow and flourish.

### **Among our offerings are:**

**Our Results Assured Program.** We place 50% of our payment into a performance bonus based on 25% net membership growth and 25% personal training increase over the previous year. The program runs 6 months and utilizes bi-weekly staff education, direction and accountability meetings to ensure results are attained. If your business doesn’t increase per those metrics, you don’t pay us the bonus.

**Executive Coaching.** Through our 12- week leadership curriculum and our Management Matters program, we give clubs the opportunity to grow talent from within as opposed to having to replace key people consistently.

### **Traditional support mechanisms include:**

- Growing important ancillary pockets
- How to effectively market to Generations X, Y and Z
- How to protect yourself and your club thru strong Human Resource management

- Establishing important Key Performance Indicators
- How to establish a Legacy Plan for your business

Whether you are opening a new facility, looking to grow your current operation or adding a fitness facility to an existing business, Active Entities provides the strategy, problem solving and management services necessary for you to be successful. Our approach to working with clients is framed by our belief in collaboration. Under your instruction, our team of professionals will be instrumental in motivating new clients to seek out your services while continuing to ensure member retention. With our expert analysis, strategic development and consulting services, we strive to ensure the operational and financial success of your facility.

**Special Thanks from the Leadership Team at Active Entities to Cedardale for Agreeing to Host this regional event “AEVIUM SUMMIT AT CEDARDALE” Fitness Business LIVE Symposium.**

#### **About Cedardale and the founding family: The Veasey’s**

Cedardale first opened in 1971 with four tennis courts on what some would consider farmland. Over the next 50 years, the business progressed and changed with the evolution of the ever dynamic health, fitness, and wellness industry.



Cedardale Groundbreaking

Ed and Zoe Veasey entered into this business partnership with the Dibble and George families. They started this journey with the hope to fund their children’s college tuitions, but quickly realized they were in it for much more than that. Almost right away, Zoe got involved with just about everything in the club. From working the desk to cleaning, she put in all the effort she could to make a successful family business. She saw this emerging industry as worthwhile and still does. Ed embraced his entrepreneurial spirit and was always looking for ways to acquire land and grow the business in new and creative ways.

The first 10 years saw land purchased to build an outdoor summer facility, the number of tennis courts grew to 14, and they added 10 racquetball courts along with a weight training area. Throughout the 80’s it was clear Cedardale was not just the place to exercise but also the place to socialize.

Ed and Zoe's five children became involved in the family business around the time when the outdoor facilities were opened. Some worked at maintaining the grounds and others helped with the pools, snack bar and desks. Today Ada, John and Carolyn (Veasey children) work closely with the Cedardale management team on a daily basis and Kate and Zoe serve on the board of directors.

As aerobics emerged as the new rage, they added group exercise studios along with a cardio center full of treadmills, stair climbers, rowers and more. Additional expansion included more space and equipment in their strength training area, their group exercise schedule now included spin classes, and they added a gym with basketball courts and indoor track. Cedardale established itself as a leader in not just racquet sports but also health and fitness.

In 1989 the Cedardale Family Fun Center opened with two 18 hole miniature golf courses, 9 softball and baseball batting cages and video arcade. With the addition of the Aquatics and Amusement Centers in the late 1990's Cedardale offered group outings, a summer fitness and fun day camp as well as eventually offering an after school program.

By the 1990s, the Veasey family became the sole owners of the club.



The Veasey Family

In early 2017 a devastating fire set them back but didn't take them out of the game. Opening a temporary facility in Andover helped them keep the Cedardale community together as the original Haverhill club was rebuilt. They settled into their new home in May of 2019 with excitement and growth of their nutrition and wellness offerings as well as their group training program to provide members with a well-rounded approach to a healthy lifestyle.

Ed and Zoe Veasey and their family and team welcomed members back to the club on opening day. Ed passed from cancer one month after opening. He was extremely proud to return Cedardale to the community and he was a true believer that Cedardale was a "home away from home" for many.

COVID-19 hit them hard in March of 2020 but once again, the Cedardale team reorganized and regrouped with virtual offerings and innovative ways to keep everyone healthy and active.

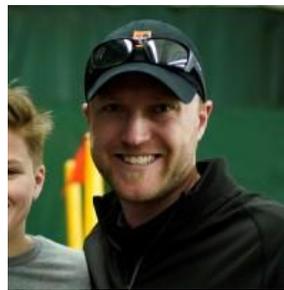
As they emerge from the dark days of the pandemic now in their 50<sup>th</sup> year, they are excited to see the club bustling with old and new members all with a refreshing and concentrated focus on their physical, mental and emotional wellbeing.

Live better, be well at Cedardale Health + Fitness.



**SPECIAL THANKS TO ANDREW GUNBERG**

**EXECUTIVE DIRECTOR AT CEDARDALE**



**ABOUT ANDREW:** Andrew Gunberg is an accomplished tennis player who specializes in Professional Tennis Management. Prior to joining Cedardale Health & Fitness, Andrew worked in multiple areas within the health and fitness industry including Platinum Country Clubs, multi-purposed clubs, tennis only clubs and municipal facilities.

Andrew attended Ferris State University's Professional Tennis Management Program and played collegiate tennis for Ferris. After Ferris State University, he attended Colorado State University's Business Administration/Management.

He has consulted for multiple Colorado restaurant brands over the years and has operated his own Tennis Academy based out of Colorado. Colorado is where he met his wife, Lauren. They later moved to New Hampshire and now reside in Massachusetts with his son Declan and a daughter on the way in early September.

Andrew led his previous facility to the 2018 USTA New England Organization of the year and nomination for the National Organization of the year award. His many accomplishments also include being named the 2016 USPTA New England Regional Professional of the Year.

Andrew's passion to positively impact, educate, and build successful individuals, teams, and communities has brought him to Cedardale Health & Fitness where his knowledge, positive

attitude and experience are leading new members of the health & fitness industry and tennis community to their next level. Evaluating situations, finding people's strengths and appreciating their perspective are key components to creative solutions and building resiliency for members, staff and the community.

The past 15 months have been challenging for everyone and every business. Hardships, challenges, and trying times are inevitable. Whether these hardship and challenges are caused by a pandemic, a fire, or just during day-to-day operations. Understanding the skills and tools in which people can use to maximize their resiliency will help drive the community, membership, and staff forward during the toughest of times.

My goal is to share different tools and strategies that you can adapt and use to your individual situations to assist you, your staff, membership, and community to new heights during the most challenging times.

## The Five Pillars Of Active Entities International Focus

One thing the pandemic demonstrated clearly is that the world, in all its seeming intensity had NOT prepared people to live healthy.

### THE FIVE PILLARS OF ACTIVE ENTITIES PASSIONATE INTERNATIONAL MISSION

The leadership team at Active Entities created a powerful global plan to create permanent, positive changes within the Five Pillars of our passionate international mission.

In order to effectively deliver the success needed an elite international advisory board was created. This along with our international strategic partnerships represents the epitome of agents of change! POST PANDEMIC - WE ARE THE CHANGE

The international advisory board at Active Entities are all thought leaders that will help guide our critical mission to change the global landscape in fitness business operation, medical fitness global expansion, global women's self-defense support networks, global healthy living education, global business leadership to help active women succeed and more... The pandemic revealed needs not previously understood to the extent they needed to be understood...

NO MORE BACKROOM DEALS...

NO MORE "GOOD OLD BOYS NETWORKS"

NO MORE "MONEY FIRST"

THE CHANGE IS HERE. WE ARE THE CHANGE. JOIN



1. Healthy Living
2. Women’s Self Defense
3. Medical Fitness
4. Honesty, Integrity & Transparency In The Fitness Industry
5. Active Women

## An Active Entities Global Network Initiative WOMEN’S SELF DEFENSE

Women’s self-defense is much more than taking a class, reading a book, watching a video, or taking a martial arts class. They all have great benefits, but DO NOT prepare women for a sudden, violent attack. Women’s self-defense training is an urgent global need, so much so it has been deemed the “Shadow Pandemic”. It has become a prominent problem targeting specific populations such as realtors, teachers, healthcare workers, fitness business employees and members and is growing in households by the day. We encourage you to take a moment and research these FACTS. Then, understand why within our global initiatives, this is a priority at Active Entities. To that end, we are now scheduling dynamic and important women’s self-defense programs as part of our regional women’s self-defense support networks.

Violence against women is increasing...



**According to UN Women**

\*By September 2020, 52 countries had integrated prevention and response to violence against women and girls into COVID-19 response plans

\*Adult women account for nearly half (49 per cent) of all human trafficking victims detected globally

\* 15 million adolescent girls worldwide, aged 15–19 years, have experienced forced sex

According to The World Health Organization: Devastatingly pervasive: 1 in 3 women globally experience violence

Sadly, far too many women take the threat lightly. Even more sadly, the effects of a violent attack are devastating. You are worth the real preparation you need... Beware of these five types of self-defense that are good... BUT NOT GOOD ENOUGH.....

1. "I carry a gun"

There are instances where carrying a gun can save your life, but most violent attacks are sudden, unexpected and most attacks come from behind. There will most often be no time to use your gun. However, DO NOT stop carrying it. Just learn truths you need to know to make yourself even safer.

2. "I carry Mace"

See above

3. "I workout"

A thought process that is very dangerous.

4. "I take karate"

Taking "karate" is a very healthy endeavor! DO NOT STOP! But... At the same time, you should add in more focused self-defense training regimens.

5. "It will never happen to me"

Please... WAKEUP... You cannot undo the effects of any violent assault.

\* Powerful On-Site Women's Self Defense Events and Trade Shows

\* Regional Women's Self Defense Networks

This will make a profound difference for the communities you serve!





## “AEVIUM SUMMIT AT CEDARDALE” Program Agenda

**9:00 – 3:30 Trade Show**

**9:30: Opening Remarks**

Bobby Verdun



Pam O'Donnell



**10:00-11:00**

Larry Conner



*"The Independent Club: Thriving in today's Marketplace through cultural and operational best practices"*

Jeff Perkins



*"The GYMS Act and Beyond: Let's Never Have Another 2020"*

**Pete Moore**



“What Game/Business Model Is Each Health Club Playing?”

**11:00 – 12:00**

**Mark Cuatt**



“CULTURE & TEAM: What is really means for your team”

**Dr. David Brendel:**



“Psychological safety: From coping to growing”

**Kim Dawson**



“Mission, vision, values and the roles each play in a successful business”

**12:00 – 1:00 Lunch (Included)**

**1:00 – 2:00**

**Tom Johnston**



*“Three Things Every Business Leader Must Know To Effectively Lead Today”*

**Dr. Peter Martone**



”How to improve your performance while you sleep”

**Jodi-Tatiana Charles**



”Go to Marketing Strategies in the New...Next Normal”

**2:00 - 3:00**

**Dr. Sean Pastuch**



“Driving Profits and Culture with Personal Training”

**Geoff Hampton**



*“Net Membership Growth: How to Dramatically Increase it immediately”*

**Andrew Gunberg**



“The Resilience of Staff, Membership and Community”

**3:00 - 5:00 – Network, Socialize, Enjoy**

# keepme

## The **AI-based revenue acceleration CRM** for fitness operators



Visit  
[www.keepme.ai](http://www.keepme.ai)



Book a demo



Increase member  
sales and retention

### About Keepme

Keepme blends Artificial Intelligence, operational tools and a unique automations engine to streamline the efforts of fitness operators to attract, retain and re-engage members and ultimately increase revenue. Covering the entire membership lifecycle from lead capture to ex-member win-back, Keepme evaluates millions of lead and member data points to identify risks and opportunities that are key to driving a business strategy forward.



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## Event Presenters

**Larry Conner**  
**CFOO REGYMEN Fitness**



REGYMEN Fitness has brought on industry veteran Larry Conner as their new chief financial operating officer.

Conner brings more than 31 years of experience in the health and fitness industry. He entered the industry as a chief financial officer/controller back in 1990 for Elmwood Fitness Center, overseeing the purchase of many clubs and more than 15,000 members. In 2003, Conner went on to manage Pelican Athletic Club, a large fitness club on the Northshore of Louisiana, followed by a role as the general manager of another gym, Franco's Athletic Club.

In 2008, Conner helped build Stone Creek Club & Spa in Covington, Louisiana. He since grew the facility to more than 5,500 members and over \$8 million in annual revenues. Following the COVID-19 pandemic, Conner helped Stone Creek navigate the complex reopening process, where it saw an impressive 94% of customers return.

After deciding it was time to move on to something new earlier this year, Conner got in touch with Edward “EK” Navan, the co-founder and chief strategy officer of REGYMEN.

“I really wanted to help another emerging fitness brand grow from the ground up,” said Conner, in a statement. “EK found out that I was available and asked if I’d be interested in talking about a position on the team. The more I learned about the brands and the business model, the more I knew it was the right choice for me.”

REGYMEN has expanded rapidly despite the COVID-19 pandemic, including a 10-unit signing in Texas and a partnership in Canada. The team has also launched a brand-new sister wellness concept call The Covey that opened its first location in March and has plans to expand.

“People need to recover from intense workouts, and that focus on health has never been more prominent,” said Conner in a statement. “The Covey stands out because it allows members to recover according to their own schedule with a tiered approach. We also provide an array of offerings under the same roof, including cryotherapy, saunas, IVs, facials, drainage, red light therapy and much more.”

In his new role, Conner will help both REGYMEN and The Covey expand. “Right now, health and fitness are more relevant than ever, but due to the amount of recent gym closures, there is an untapped demand,” he said in a statement. “REGYMEN and The Covey are perfectly positioned to satisfy this demand as they expand their footprints and establish themselves in the industry.”

### **Jeff Perkins** **IHRSA Vice President of Government Relations**



Jeff Perkins is the Vice President of Government Relations at International Health, Racquet & Sportsclub Association and is leading the industry fight for industry relief and recovery from the effects of COVID. For the fitness industry, relief and recovery starts with you and two bipartisan bills currently in Congress. I'm talking about the GYMS Act (HR 890/S. 1613) and PHIT Act (HR 3109/ S. 844).

### **Pete Moore** **Advisor to the Health, Active Lifestyle and Outdoor ("HALO") sector**



Pete founded Integrity Square, the leading advisor and a seed investor to the Health, Active Lifestyle & Outdoors ("HALO") industry, in April 2010. Prior to founding Integrity Square, Pete was Head of the Active Lifestyle & Wellness Group at Sagent Advisors Inc., since late 2003. In this

capacity, he assisted in closing over \$1.5 billion in transactions across multiple sectors. Prior to joining Sagent, Pete was the co-founder and Chief Financial Officer of FitnessInsite (from 2000-2003), the leading web-based salesforce management and online fitness & nutrition Application Service Provider to the health club, sports performance, corporate wellness and personal training sector. In this capacity, Pete learned first-hand the difficulties in growing a small business (and writing personal checks to cover payroll!).

Earlier in his career, Pete was a Senior Associate at Brockway Moran & Partners (1999-2000), a \$900 million private equity firm based in Florida and prior owner of Golds Gym, Inc.; an Associate at Donaldson, Lufkin & Jenrette; and an Analyst at Chase Securities. Pete is also a frequent guest lecturer at Fordham University on entrepreneurial finance. Board, Xtend Barre Holdings. Current Host and Founder of the HALOtalks Podcast Network.

Co-founder of IRON PLANET in 1999, sold for \$758 million to Ritchie Bros. in 2017.

### **Mark Cuatt**

**Founder/CEO at InnerTriton | Senior Partner at Active Entities Consulting | Director of East Coast Operations Regional Profit Network**



Mark has over 25 years of experience providing successful Executive Level Leadership as a Managing Partner and General Manager of several high end multi-sport health clubs. He is Credited for establishing strong organizational cultures and business objectives leading to financial growth and increased customer satisfaction. Mark's leadership style resonates from a core purpose of "truly wanting to have a positive impact in helping people succeed and to bring out the very best in everyone he works with!

His focus on business strategy and development is a disciplined step-by-step process, which leads to measurable results

Cuatt has also worked eight years in clinical nutrition and food service and medical fitness establishing start up facilities and operations.

He has degrees in Nutrition & Food Science and Dietetic Technology/Nutrition Care. Mark is registered and an active member with The American Dietetic Association (ADA), now known as the Academy of Nutrition and Dietetics, and Sports Cardiovascular and Wellness Nutritionists (SCAN).

He is also certified with The American College of Sports Medicine as an exercise physiologist and hold many business and leadership certificates of enhanced qualifications.

#### **PROVEN:**

- Increased Net Profitability by 35-45 % in three separate, existing, established organizations

within the first 3 years.

- Improved customer satisfaction by 13% NPS score from 43.8 to 56.3
- Established strong culture, creating Vision, Mission, Core values and training

#### SPECIALTIES:

Change Management, Vision/Goal Setting, Accomplishment, Understanding Human Behavior, and Team Development, Nutrition Science, Food Service and Food Safety.wellness.

### **Dr. David Brendel Preeminent Psychiatrist**



**David H. Brendel, M.D., Ph.D,**

**Psychiatrist Practicing in the Boston Area**

Award Winning Teacher of Medical Ethics and Professionalism

Author, Healing Psychiatry (MIT Press)

Certified Executive Coach (Leading Minds Executive & Personal Coaching)

Radio Show Host, VoiceAmerica Empowerment Channel

Media Consultant - ABC News

- 
- Speaker on Important Issues in Psychiatry
    - o Treatment Options for Mental Illness
    - o Psychiatry and the Internet
    - o Ethics
    - o Social Networks and Psychiatry

#### **Practicing Psychiatrist**

I am passionate about helping people with depression, bipolar disorder, anxiety, borderline personality, substance abuse, eating disorders and other conditions.

My experience and expertise include helping patients determine the optimal treatment, or combination of treatments. We have so many new drugs and therapies today which makes it challenging for patients to determine where to start. The number of new medicines and therapies together with the new data emerging about their optimal uses provides challenges for doctors also.

My patients come to me for advice on where to start their therapy, including which treatment or combination of treatments to begin with. Part of my practice involves consulting with other doctors on their complex cases and the possible use of one or more of the exciting new therapies.

My clients come from the Boston area, around the United States and from Europe, the Middle East and even Asia. My practice includes high profile clients seeking the most experienced advice on the broad array of treatment options in a setting that is conducive to their particular requirements. Many of my clients from around the United States and the world have been referred to me by their local doctors for assistance with their complex cases.

#### **Former Teacher, Harvard Medical School**

I have taught a number of different classes at Harvard Medical School. Earlier in my career, my teaching focused on the clinical aspects of psychiatry. Later, my focus at Harvard Medical School was in teaching ethics not only to psychiatrists, but to all medical students. In 2011 I received an award from the Academy at Harvard Medical School for excellence in teaching in medical ethics and professionalism.

#### **Author**

I am the author, or co-author, of dozens of peer-reviewed papers in distinguished medical journals, including the Harvard Review of Psychiatry. My book, *Healing Psychiatry* (MIT Press) is considered one of the most important books for mental health professionals to use as a framework for choosing treatment options.

I have also served as an editor for the Harvard Review of Psychiatry, and as a book reviewer for Oxford University Press and for Psychiatric Times.

#### **Kim Dawson**

#### **Exceptional Business Strategist**



Kim Dawson is a results-driven business strategist and can help you turn a good business into a great one. Her clients have reached their current capacity and need to scale to the next level to increase their bottom line.

Having successfully built and sold businesses herself, Kim has seen it all. Using her 20 years of entrepreneurial experience and accounting background, Kim helps small businesses optimize their pricing and procedures while navigating niche markets and building a team without cutting into their profitability. After working with Kim, her clients end up doubling or tripling their revenue, all while gaining their free time back.

Kim has written a roadmap to revenue for aspiring entrepreneurs called *Passion to Profits: Your Guide To Building a Successful Business You Love*, and is the host of *The Sassy Strategist* podcast where she delivers practical strategies to scale your business to the next level.

When Kim's not helping entrepreneurs level up their business, you'll either find her on her yoga mat, hanging out in jazz clubs, or searching for her dream vintage car, a late 1950's MG A 1600. If you're ready to transition from day-to-day service provider to CEO, book a Discovery Call with Kim, today.

**Tom Johnston**  
**Chief Energy Officer**  
**TJ Consulting**



Tom Johnston is an executive coach and Talent Optimization Consultant who delivers high-impact leadership and organizational coaching, training, and consultancy.

He specializes in behavior and change management, habit creation, personal energy management, and mindfulness. Certified in both Positive Psychology and Energy Leadership coaching, Tom's clients gain sustainable advantages through the application of positive psychology principles, people data, and best practices in the art of leadership. He leads with a holistic, empathic, and systematic "together we win" approach, empowering leaders at all levels to increase their effectiveness and be the best they can be.

As a results-driven operations executive with extensive change management experience in the sales and marketing, wellness, and real estate services sectors, Tom founded TJ Coaching & Consulting to help leaders and their teams create people-first organizations capable of adapting and thriving in today's ever-changing business climate.

An avid and committed athlete, Tom combined his passion for health and fitness with C-Suite roles in the fitness and wellness sector, where he oversaw the implementation of life-changing health and wellness programs into international markets. Key roles included VP of North America Distributor & Global Vertical Sales and VP of Operations for Saw Mill Sports Management; in addition, as the former COO of American Leisure, Tom conceptualized and led the opening of King Abdullah University of Science & Technology, the only co-ed international university in Saudi Arabia.

Tom holds a B.S. in Business Administration and is a Predictive Index (PI) Certified Partner, Certified Professional Coach, Energy Leadership Index Master Practitioner, and Certified Positive Psychology Practitioner. A dad to three children, he lives in Denver, Colorado, and enjoys cycling, skiing, and the great outdoors.

**Dr. Peter Martone**  
**Owner, Atlantis Chiropractic Wellness Centers**



Dr. Peter Martone has been dedicated to creating the happiest, healthiest most well-rested tribe of people on the planet for over the past 20 years. He is the owner of Atlantis Chiropractic Wellness Centers and the inventor of the Neck Nest, a revolutionary new pillow that is designed to improve your posture while you sleep. Dr.

Martone's techniques have been featured nationally on CBS, NBC, ABC and FOX news stations and currently travels the country teaching people regain their health by mastering the art of living a healthy lifestyle.

### **Jodi-Tatiana Charles**

**Marketing Strategist | Global Speaker | Podcast Host, Author**



JODI-TATIANA CHARLES is the founder and “Brandographer™” of LCG Brands, a unique brand and marketing consulting firm dedicated to educating entrepreneurs, small/medium businesses (SMB/SMEs), and international professionals on the importance of growing their personal and corporate brands.

She brings 30+ years of executive leadership in marketing, branding and communication successes with high profile organizations, including the Greater Boston Chamber of Commerce, MassChallenge Inc., Massachusetts Governor’s Office, Massachusetts Conference for Women, NBC Universal/Comcast TV, and Clear Channel Communications/iHeart Radio. Charles added additional hats, as a children’s book author, with her first book, “It’s Just A Rug”

educating children about their heritage and launching her podcast “Minding Your Business with Jodi-Tatiana” at the start of the pandemic in support of entrepreneurs and innovators globally.

She earned a BA from Suffolk University in Communications in Journalism with a minor in Sociology, a dual MBA from Babson College – Franklin W. Olin Graduate School of Business in Global Management and Strategic Marketing, and three Executive Education Certificates - Russia in Transition from Saint Petersburg State University, Global Business from Harvard University Business School, and Social Media Strategy: Creating Engagement, Insight, and Action from MIT Sloan.

When not absorbed with all things marketing, Charles dedicates her time to children, elderly and cancer causes, through road races, mentoring and volunteering.

### **Dr. Sean Pastuch**

**Owner and Founder at Active Life**



Dr. Sean Pastuch is aggressively bridging the gap between healthcare and fitness.

Born into a family of classically trained Chiropractors, Dr. Sean has long understood that doctors are regarded as the

gatekeepers to wellness in the current medical model. His background in personal training made him think that there might be a better way.

Dr. Sean found that what most of his patients and clients needed actually fell somewhere between the worlds of healthcare and fitness.

With a patient roster including Olympic medalists, professional athletes, and everyday people exhausted by the medical model, Dr. Sean found himself practicing in a way that truly looked nothing like any other chiropractic clinic and training unlike any other trainer. He was inspired to get out of clinical practice and gym ownership to pursue helping other trainers and doctors like himself to bridge the gap between fitness and health care. His business, Active Life, was conceptualized at this intersection.

Now, over 10,000 individuals have dramatically improved their vitality as a result of working with Active Life. Over 2,000 trainers and coaches have followed the Active Life methodology to turn their passion into a meaningful career. Active Life now supports gym owners and franchises to best leverage the skills of their coaches to achieve a fulfilling and profitable business.

Active Life believes that the healthcare model of the future includes the gym and especially the coach. Dr. Sean and his team of doctors, athletic trainers and coaches are on a mission to humanize the doctor, professionalize the coach, and empower the individual.

**Geoff Hampton**  
**Vice President for Business Development**  
**Active Entities Consulting**



Geoff has contributed more than 40 years in international fitness business leadership, development, training, presenter (including Keynote) and healthy living events and programs.

Hampton is currently the Vice-President of Business Development for Active Entities Consulting, a global business that helps independent fitness business operators not only survive the pandemic and proliferation of discount fitness operators but to THRIVE!

Geoff refined his customer service skills while working for the Anthony Robbins Companies in San Diego.

Hospital/Healthcare Leadership

Mission Integration Task Force  
Growth & Physicians Relations Committee  
Strategic Philanthropy Committee & others

Community Service

Past Chair for Knoxville Relay for Life

Past Primary Sponsor and Event Chair Knoxville Lion's Walk for the Blind  
Past Knoxville Tour de Cure Chair and more



**Andrew Gunberg**  
**Executive Director**  
**Cedardale Health and Fitness Center**



Currently Andrew is the Executive Director at Cedardale Health & Fitness Center. The "Why" of what he does and how he does it, is to help better my team and those around to impact their life in a positive way. Background in Tennis and Club Management. Certified Tennis Professional. 2016 USPTA New England Regional Pro of the year, 2018 USTA Organization of the year. Other previous work experiences include restaurant and banquet management. Personality traits are outgoing, positive, approachable, energetic, and hard working.



# AEVIUM EDUCATION and ACTIVE ENTITIES

Redefining the idea of fitness

Have you thought about going back to school? Do you just want to take some classes on your schedule?

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With the everchanging landscape of education, **Aevium Education** (Aevium) and Active Entities are redefining how lifelong learners can now have a more accessible and affordable education.



**AEVIUM**

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Online learning is convenient, allowing individuals to learn at a pace that fits into a busy lifestyle without the hassle of traveling to a physical location



### MOST BENEFICIAL

Online learning allows individuals to take only courses that are most beneficial to needs and/or interests



### DEGREES

Every level of learning including credentials, bachelors, masters and doctorates are available



### COST

Degrees from these universities are a fraction of the cost compared to traditional universities especially with **Aevium** discounts



The Leadership Team At Active Entities

## **POWERFUL GLOBAL CHANGE FOR THE FITNESS BUSINESS**

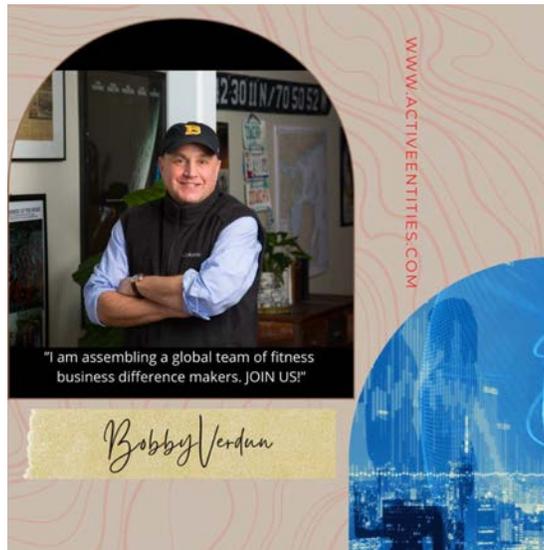
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THE LEADERSHIP TEAM AT ACTIVE ENTITIES BRINGS SOLUTIONS  
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# MEET THE LEADERSHIP TEAM FROM ACTIVE ENTITIES

## President & Founder Bobby Verdun



### About Bobby

Whether it is leading privately owned clubs to national prominence, lifting not-for-profit entities to success or coaching college basketball and tennis teams to championships, Bobby Verdun has created “wins” wherever he has been. After a successful College and Professional basketball and tennis coaching career, the three time Coach of the Year took the reins at Canton Club. Later becoming the Associate Executive Director at Weymouth Club which was voted “Best of Boston” twice in his tenure as well as recognized as a top 50 club in the country.

As a YMCA Executive Director, Bobby led an historic \$10 million renovation in Pawtucket, RI as he spearheaded a membership renaissance producing thousands of family participants and energized the surrounding community setting usage records for the facility.

Bobby was also the General Manager at the Award – Winning College Park Tennis Center where his grassroots program initiatives resulted in a flowing feeder system for the training center’s academy while driving revenues to new heights.

A dynamic motivational speaker, Bobby has worked with hundreds of clubs around the world and has been a featured speaker at Universities, Fortune 500 companies and industry conferences. Known throughout the industry for his diverse experience and passion for developing leaders, Bobby has mentored hundreds of owners and operators to success and profitability. From multi-purpose entities to tennis clubs, CrossFit boxes to Municipal Recreation

facilities or hybrid clubs to boutique fitness offerings, Bobby's guidance and mentoring have resulted in success in virtually every aspect of the industry.

In his spare time, Bobby is still very competitive on basketball and tennis courts and enjoys playing the guitar and motorcycle rides up and down the east coast. Bobby is the proud father of Hannah, an incoming freshman at Muhlenberg University and Zach, a sophomore at St. John's Prep. Bobby is married to the well – known artist Stephanie Krauss-Verdun.

## Vice President for Business Development Geoff Hampton



### About Geoff

Geoff Hampton is an industry legend whose career exudes success wherever he has been; recognized by IHRSA as “one of the most creative and far-thinking individuals in our industry”. Geoff honed his coaching skills under the tutelage of Anthony Robbins. A prolific author of more than 100 columns in print, Geoff has been published multiple times in Fitness Management, CBI Magazine, Club Business, Club Industry, World Gym Magazine, Skylands Magazine and Peak Performance.

Throughout his career, Geoff has been known as one of the top speakers in the industry as he has presented to “full houses” at conferences for over 40 years. Additionally, he has authored management and wellness columns for websites such as Fitness Management, Fitcommerce and World Gym as well as had his unique community wellness initiatives featured on television and newspapers around the country.

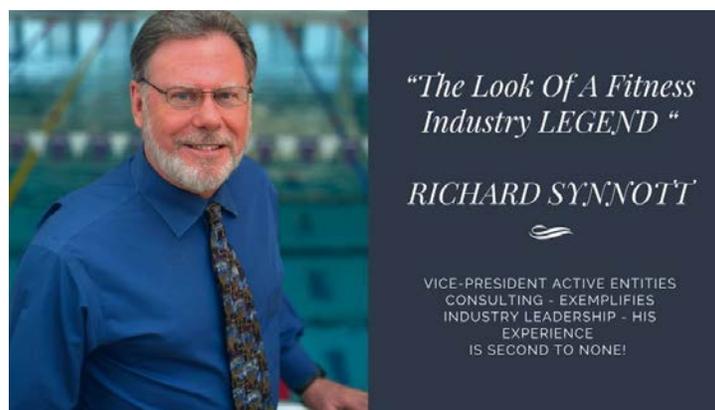
Geoff has a passion for supporting youth programs around the world and has worked directly with the Boy's and Girl's Clubs in San Diego and Knoxville. His work with the Boy's and Girl's Clubs of Tennessee Valley led to the development and implementation of “Commit to be FIT” that was co-sponsored by the Tennessee Department of Health. His passion for supporting youth programs is evident in his published column “Childhood Obesity and Related Ills”.

In his time consulting, Geoff's work has impacted some of the most elite privately owned facilities in the country which include Cedardale, The Bel Air Athletic Club, Colorado Athletic

Clubs, McClean Racquet and Health, Ricochet Health and Racquet, and PureFitness Clubs. While Executive Director at the exclusive St. Mary's Health and Fitness Center. Geoff's leadership at St. Mary's resulted in a net membership growth of over 400 memberships from the previous year, doubled personal training revenues and tripled spa services.

States Active Entities Founder Bobby Verdun: "There isn't a successful leader in our industry who has not been impacted by Geoff Hampton. His passion for the industry, support of independent owners and his ability to communicate is unmatched by anyone I know. He's the best of the best and I am thrilled to have him as part of our team."

### Vice President Rich Synnott



### About Rich

Simply stated, Rich Synnott is one of the most successful and experienced leaders the industry has ever seen. With over 40 years of experience successfully operating entities throughout New England, Rich has led industry giants such as Weymouth Club, The Works, Cedardale, Healthpoint, and Upper Valley Aquatic Center to nationally recognized prominence.

Rich's achievements in navigating both for-profit and non-profit facilities have been recognized as he's been a featured speaker at industry conferences, written numerous articles for business and trade publications and served as President of New England Health and Racquet Sports Association overseeing 400 facilities throughout the region.

Rich's reputation for generating revenue, containing expenses and attaining profit is unmatched as evident by his impeccable track record for success.

States Active Entities Founder Bobby Verdun: "If our industry had a Hall of Fame, Rich would clearly be in it. His ability to inspire, educate and communicate is the best I've ever worked with".

## SENIOR PARTNER MEL TEMPEST



### About Mel

Mel Tempest is a mover, a shaker and an international treasure who has spearheaded results wherever she has gone. Founder of the Gym Owners' Fitness Business Network and Podcast along with being the owner of Ignite Fitness Business events throughout Australia and Asia, Mel is considered one of the most innovative and successful leaders that the industry has ever seen. A consultant for business owners and operators of all levels, Mel has a unique talent for transforming business challenges into innovative solutions that deliver profitable results. A passionate key-note speaker, Mel is known for her hard-hitting, brutally honest and game-changing delivery that inspires participants and ignites results.

Mel's journey began in 2003 as she created and opened Body and Soul. In 2005 she opened Australia's first men's only gym, The WizeGuys. Her passion for innovation was recognized in 2017 as she became the first Australian to win an IHRSA scholarship as Mel's club, the Ballarat, was recognized for its excellence being a finalist for the prestigious Smart Company Award. Later that year Mel founded two dynamic podcasts: The Gym Owners' Fitness Business Podcast and the Women's Leaders Fitness Business Podcast, which quickly garnered over one million hits.

States Active Entities Founder Bobby Verdun: "Mel stirs the heart and inspires imagination. She defines all that our industry should represent as her energy, passion for supporting others and ability to provoke change is unmatched. She brings it, expects it and finds it in everybody who is lucky to work with her."

## **. OUR MISSION STATEMENT:**

Active Entities Consulting is an award-winning group of experienced professionals committed to supporting active living entities as they strive to be the epicenter of activity in their respective communities. We are committed to creating exceptional member experiences. We embrace opportunities to inspire.

We build compelling and welcoming pathways for future members to on-board. We connect with communities and bring active living to the forefront.

## **THE ACTIVE ENTITIES DIFFERENCE**

We work with both profit and non- profit clubs and have had unmatched success with each sector

We primarily focus on independently owned clubs and municipal programs

We have unmatched success operating and designing medical fitness entities

All of our senior management team has SUCCESSFULLY owned and operated clubs

We are hands on with all our clients (you have access to our team and always get 2 of us compared to paying hourly for 1 consultant)

We offer our “**RESULTS ASSURED PROGRAM**” whereby we put 50% of our income at risk in performance bonuses (NOBODY does this but us)

We focus on *net* membership growth, not just sales

Our experience with special entities (Tennis Clubs, Boutique Fitness, Medical Fitness, Therapeutic Recreation Centers, CrossFit and Ninja) and success rate with each offering is exceptional

We’ve worked directly or indirectly with over 100 clubs thru the pandemic – ALL OF THEM survived

We have specialists for each segment of operations

We have research teams that perform extensive studies on inactive markets



# A SPECIAL THANK YOU FROM ACTIVE ENTITIES CONSULTING LEADERSHIP TO OUR EVENT SPONSORS AND STRATEGIC PARTNERS

**Event Title Sponsor:**

**AEVIUM**



**Active Entities are about more than physical fitness.**

Active Entities athletic clubs are moving beyond just fitness for the body. Active Entities can now address the educational and financial fitness of their members. Through a partnership with Aevium Education, Active Entities partner club members will be able to take courses from the nation's largest online education providers while enjoying the best pricing for those courses.

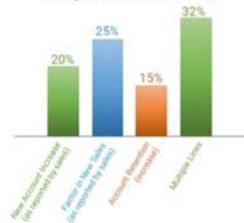
- ❖ For many workers, the success they seek is dependent on achieving new skills, obtaining credentials, and advanced degrees
- ❖ Others are looking for new challenges and are drawn to a lifetime of learning
- ❖ All of these goals are available, conveniently, from fully certified online colleges and universities

**How Active Entities and Aevium reward you.**

Through Aevium, Active Entity members earn Education Currency®. They can use to get last dollar discounts off the cost of an education at the nation's leading online providers.

- ❖ Members receive Currency when they sign up
- ❖ Additional Currency when a member renews membership
- ❖ Earn Currency when taking certain club programs or selecting higher levels of membership when available
- ❖ Currency can be transferred to a spouse
- ❖ \$1 of Currency is a guaranteed one dollar reduction in tuition.

**Consider the power of a similar program used by a national financial service company wanting to reward their customers.**



**An Active Entity member has earned up to an \$8,000 discount for online courses from the nation's largest online providers**

Action	Education Currency Award	Total Currency Account
Apply to Club	2,000	2,000
Renewal Year 1	2,000	
Renewal Year 2	2,000	
Renewal Year 3	2,000	

Education Currency®

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## Strategic Partner:

### REGYMEN Fitness

The co-founder of Regymen Fitness has launched a new wellness center that aims to give the public access to the different types of recovery programs that professional athletes use.

The Covery opened its first location this week at 7580 Corporate Blvd. next to Regymen. By early fall, EK Navan said the plans are to have four more locations across metro Baton Rouge, with Coverys in Gonzales, Denham Springs, Zachary and Southdowns Village Shopping Center.

“The concept is a blending of aesthetics, athletic recovery and wellness,” he said. “If you look better, you will feel better.”

Meanwhile, Baton Rouge-based Regymen is also continuing to grow, and Navan said it will have between 35 and 40 locations by the end of the year. Three more locations are under development in metro Baton Rouge, and the first of two locations in Austin, Texas, recently opened. By the fall, the company will have 10 locations in Canada, through its partnership with GoodLife Fitness, the world’s fourth-largest global fitness brand.

Baton Rouge's Regymen to open fitness centers in Canada through partnership in 'rocketship' to growth

Bottom of Form

While the Coverys in Gonzales and Denham Springs will be inside Regymen locations, Navan said The Covery is a stand-alone concept. He plans to franchise the wellness centers and said he’s talking to potential developers in nine states across the Southeast and Southwest.

“We’re coming out of COVID with a renewed sense of being healthy and overall well-being,” Navan said. “If we rest our bodies, unplug and recharge, we can excel so much more.”

The Covery offers a variety of services, including IV infusions to boost immunity and energy levels, cryotherapy to raise white blood cell counts and give a burst of energy, hyperbaric oxygen treatments to give cells more oxygen, Ballancer Pro compression therapy that massage the lymph nodes and help drain waste out of the body and NAD+ therapy, an anti-aging technique that helps rejuvenate cells. Many of the services can be combined.

The goal is to help people age well, Navan said. “If you’re 50 years old, this will make you feel like you’re 30,” he said.



## Gold Level Sponsors:

### Arica’s Insurance

A local, woman-owned and operated agency in Columbia County, NY.

At Arica's Insurance, we serve clients with the utmost integrity and loyalty to our clients, our local community, and beyond. Our positive attitude and philosophy carry into relationships with our clients and our insurance partners. When that experience of providing the appropriate individual policy meets customer needs, a relationship is established that is mutually beneficial, stable, and long-lasting.

We believe in giving our clients an insurance experience they can depend on for their business and their family. Our motto is to "insure wisely," as we believe in being strong and wise during catastrophic events making it a priority to ensure our clients are being taken care of personally, and professionally all while protecting you from the inherent risks of life.

## **EASI**

Efficient Air Systems, Inc. - Your Natatorium Experts EASi has completed over 100 Turnkey Installations in natatoriums and has 29 years of experience manufacturing climate control equipment for Colleges and Universities, Health and Fitness Clubs, YMCAs, Boys & Girls Clubs, Hotels, Indoor Waterparks, and Community Rec. Centers. Efficient Air Systems, Inc. consultants have the experience you need to solve operating problems, reduce owning costs, and deliver maximum member/customer satisfaction. Whether it is time to design your new facility or upgrade your current one, our experience will help you complete your project in less time and with less money. Whether your budget is \$35,000 or \$3,000,000, we have done that! EASi's Natatorium Consultants offer: Evaluations: Existing Facilities – Renovation Plans – Future Construction Design: Architectural – Mechanical & Electrical Engineering – CFD Management: Complete Projects – Budgeting – Owner's Representatives EASi's Contracting Services: General contractors - Mechanical contractors - Electrical contractors - Sheet Metal contractors - Turnkey Contractors. EASi's Manufacturing Division offers: Custom Designed Natatorium Dehumidification Systems Air Distribution Devices (critical element of duct systems) Outdoor Pump Packages & Boiler Rooms – Mechanical/Electrical/Control Rooms

## **EBP Supply Solutions**

### **What We Do**

Since 1918, EBP Supply Solutions has helped organizations with cleaning and foodservice operations, like yours, shine. We do that as a true wholesale distribution business partner, providing smarter solutions that increase efficiencies, lower costs and improve the overall health of your business.

We help you do that through new product innovation and improved technology, but often the path to success extends beyond the box to include practical insights, guidance, creative strategies and services from EBP's team of industry experts.

### **Industries We Serve**

EBP delivers a wide range of supply solutions to a variety of industries. Our team of specialists can offer customized programs, make product recommendations and help you implement best-practices and procedures that will help you be more successful in your market segment. Select your market below to understand how EBP can help you shine.

## Products We Offer

EBP stocks a wide range of product choices to meet the needs of your business. From best-in-class innovation to long standing essentials, EBP offers a mix of products to meet your desired outcome and budget.

## Services We Provide

EBP delivers more than just products to its customers. We help businesses become more successful by providing a variety of services and support that extend beyond the box.

## Talk to us.

The best way to understand what makes EBP different is to see it for yourself. We've worked with businesses in the Northeast and Mid-Atlantic regions for over 100 years, so we understand many of your challenges and know how to help.

Talk to us about your situation. We'll listen and help you design the most effective solutions for your business.

## KeepMe

### Finally – here's everything you need to know about data and AI

Harnessing data is the key to future-proofing the fitness sector, but it can be an intimidating topic. Now, a new white paper – **Everything You Need to Know About Data & AI** – sets out to answer to all the questions you've been wanting to ask but didn't want to be the one to raise your hand.

As an AI trailblazer, tech expert and former health club operator, Keep Me founder and CEO Ian Mullane is both hugely passionate about data, and uniquely positioned to understand what gym operators must do to embrace its all-but-untapped potential to revolutionize their businesses.

Fortunately, he is able to convey his in-depth knowledge in a way that makes sense to the non-data expert, which ensures his latest white paper – Everything You Need to Know About Data & AI, which launches on 14<sup>th</sup> June – makes for fascinating reading.

Kicking off by spotlighting the various types of data gyms will already have in their businesses, Mullane goes on to explain how to collect, store and work with it, as well as how to leverage it using AI and machine learning to produce predictions and insights that would simply not be possible through human analysis.

## LifeAid

LIFEAID founders Orion Melehan and Aaron Hinde first met at a CrossFit® box in Santa Cruz, California, in 2009. Melehan was a Certified Financial Planner™ and Hinde was a sports chiropractor, working with local athletes. A friendship was quickly struck between them, later evolving into a business partnership. The two were convinced that health-conscious consumers

would start to demand alternatives to high-sugar, high-caffeine and artificial mass-marketed drinks—in search of products that better aligned with their lifestyles.

They were equally convinced that consumers were looking for more functionality beyond that of the caffeine found in energy drinks or isotonic sports drinks. After months of brainstorming and collaboration, they created their vision for LIFE AID and funded it with their life's savings. Melehan's financial expertise helped craft the business plan; Hinde's background in nutrition and chiropractic care proved essential when developing LIFE AID products, as he worked closely with their team of beverage scientists and a biochemist.

Over a decade later, LIFE AID now makes 16 specially-formulated blends in both ready-to-drink and powder forms. The company's products can be found in thousands of gyms, on hundreds of golf courses and in fine retailers nationwide such as Target, Walmart, Publix, Whole Foods, Kroger, Sprouts, and Vitamin Shoppe. Additionally, LIFE AID has been the Official Recovery Drink of the 2017, 2018, 2019, 2020 & 2021 Reebok CrossFit® Games, the Official Sponsor of the U.S. Spartan® Race Series and of USA Weightlifting.

Proudly, LIFE AID remains an independent brand run by its founders—not a subsidiary of a large beverage conglomerate. That spirit of independence is reflected in their company culture, the products they offer and the communities they serve.



### Efficient Air Systems, Inc. - Your Natatorium Experts

EASI has completed over 100 Turnkey Installations in natatoriums and has 29 years of experience manufacturing climate control equipment for Colleges and Universities, Health and Fitness Clubs, YMCAs, Boys & Girls Clubs, Hotels, Indoor Waterparks, and Community Rec. Centers. Efficient Air Systems, Inc. consultants have the experience you need to solve operating problems, reduce owning costs, and deliver maximum member/customer satisfaction. Whether it is time to design your new facility or upgrade your current one, our experience will help you complete your project in less time and with less money. Whether your budget is \$35,000 or \$3,000,000, we have done that!

#### EASI's Natatorium Consultants offer:

Evaluations: Existing Facilities – Renovation Plans – Future Construction  
Design: Architectural – Mechanical & Electrical Engineering – CFD  
Management: Complete Projects – Budgeting – Owner's Representatives

#### EASI's Contracting Services:

General contractors - Mechanical contractors - Electrical contractors - Sheet Metal contractors - Turnkey Contractors.

#### EASI's Manufacturing Division offers:

Custom Designed Natatorium Dehumidification Systems  
Air Distribution Devices (critical element of duct systems)  
Outdoor Pump Packages & Boiler Rooms – Mechanical/Electrical/Control Rooms

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## MyZone

As we make our way through 2021, the environment is clear. We have 17-25% of clubs never coming back into operation due to the pandemic, contingent on what you read and where you live. We have 60-75% of members returning to the club, covering our operating expenses but leaving the profit margin dry in many instances. We have big tech companies wading into our space to be a substitute for what we offer, where the market cap of digital fitness players like Apple, Google & Amazon is equal to that of the GDP of Japan. Yet, we also we have a set of vaccines on the way returning us to 'normal' life, and a population that is now hyperaware of their general health and immunity to infection. So, the forces are pushing and pulling in a complex way.

With all those factors, however, the sentiment is positive. What I am hearing far and wide is that if you have survived as a business, now is the time to capture the commercial treasure on the other side. The time to not only reflate to 2019 levels, but to capitalize on the excess demand left underserved from club closures. The time where suddenly, we have a fresh new demand driver from the consumer, something that sounds like "Can you help me improve my immune system, please", and if you miss it, the biggest tail wind in the history of our industry will be missed, too.

Some operators will argue that hybridization (bricks and clicks) will be the macro theme of 2021, others will say that strategy was just a 2020 quick fix. I am in the former camp, and believe it will be the key trend, but why? And how do you address it.

For those who have not learned about Clay Christenson's jobs to be done theory, you can do so via a short video on YouTube, and it is as relevant now as it was pre pandemic. The theory

suggests we are never selling a product to a consumer, rather the consumer will hire us to get a job done, and the trick is establishing what that job is. Products change, but the jobs often remain the same.

## **Pulse**

### **About Pulse Fitness Group USA**

#### **OUR GOAL**

TO EXCEED OUR CUSTOMERS EXPECTATIONS IN QUALITY, DELIVERY, AND COST THROUGH CONTINUOUS IMPROVEMENT AND CUSTOMER INTERACTION. PULSE FITNESS GROUP USA WILL NEVER COMPROMISE THE EMPLOYEE AND CUSTOMER EXPERIENCE.

Based out of Plainville, Massachusetts, Pulse Fitness Group USA is a leading global distributor of commercial and domestic fitness equipment. We focus on getting our customers the best guaranteed satisfaction whether they are just purchasing equipment, or we are making a new or pre-existing layout for them. We offer incomparable knowledge & experience with our elite design and sales team. Our products are next level, state of the art equipment that comes with the latest in technology platforms, accessibility and design. All products are fully capable of customization for any personalized needs.

#### **RANGES OF EQUIPMENT**

All of our equipment is fine detailed and crafted to perfection. We have innovative technology that provides cross platform smartphone compatibility, E-scape virtual training workouts,

## **Simple Again**

### **Performance Food Centers, Corp.**

Performance Food Centers (PFC), dba Simple Again, was founded 21 years ago upon one simple principle: to bring minimally processed clean wholefoods to people who care about their bodies, while simplifying the complex world of nutrition, especially how it relates to achieving one's performance and or wellness goals.

Our team of Juice Bar champions specializes in bringing Concept to Reality. From Design & Construction to Marketing & Education, to the Supply of the healthiest natural Whole Foods & Supplements Mother Nature can provide. Our goal is that your Juice Bar will be a value add for every member, bringing them the healthiest and essential Meal Replacement and or Recovery Shakes that they will have all day while adding another high profit revenue stream to your business.

## **About Us**

Our history has been in helping companies find ways to bring healthy and nutritious food products to their customers. We've been turning Juice Bars and Cafes into profit centers since January 1, 2000, over two decades!

Presently we warehouse well over 1,000 healthy, non gmo and or organic food and supplement products, many with our own brand - swiig. From grab and go snacks, proteins and nutraceuticals, freeze dried whole food products, smoothie essentials to paper products, i.e. cups, lids, straws, paper towels, napkins, etc., basically everything a café or juice bar would need to operate successfully.

We do business the old-fashioned way – on a handshake! There are no contracts, we win your trust through the merit of our hard work. We do not charge franchise fees or royalties of any kind. We simply believe that if we do a good job, you may want us to stick around a while. This philosophy has served us well as we are still servicing our first customers.

Our customers are primarily health clubs, universities, country clubs, hospitals and cafes; just about any place where people care about what they put in their bodies. We are their complete one-stop-shop for juice bars and cafes across the continental United States, Canada and many islands like Bermuda, Curacao, Bahamas, etc. Presently, we service thousands of customers and traditionally enjoy an attrition rate of 4-5%!

Our full-service Design and Construction department can bring any concept to reality. We will work with local Health Departments and take care that your Juice Bar is designed to fit their requirements and regulations. Beyond that, your design will be the most efficient and attractive design imaginable. We work very well with local architects too, making their jobs easier! Take the stress out of trying to reinvent the wheel, let our team do it for you!

Our Marketing and Educational Programs and Protocols are an essential ingredient that further separates us from all other companies. It starts with an underlying philosophy that all customers should be educated, both ours and yours. We succeed because we provide customized marketing that fits your demographics and then we provide initial and ongoing training both in person and virtually in perpetuity that simplifies the complex world of nutrition while making it fun and interesting.

Your Team Champion will hold your hand through every step contact your facility weekly to discuss weekly protocols. This includes the setting of goals, making sure that weekly marketing and educational pieces we provide you are being used correctly and then discussing any issues that may arise. These weekly pieces and ongoing support are supplied in a monthly packet and are meant to keep your marketing fresh as well as educate your customers. Our programs increase smoothie sales in any situation

PFC prides itself in being a manufacturer/distributor that will create and or distribute only healthy whole food products and supplements free of all artificial or synthetic ingredients. We are a non-GMO house with many of our products USDA Organic. After all, "you are what your foods eat." We trademarked this!

Performance Food Centers will work hard to earn your trust. Our customers tell us, "We make juice bars easy! Give us a try and watch the profits begin to roll in!"

## **Surgically Clean Air**

### **ABOUT SURGICALLY CLEAN AIR**

## Meet Kelly Hayes of Surgically Clean Air in North Shore



Today we'd like to introduce you to Kelly Hayes.

**Kelly, can you briefly walk us through your story – how you started and how you got to where you are today.**

After years of competing for Team USA and playing professional hockey, I developed the ability to bring out the best in everyone on the team to achieve our common goal. That same passion and drive to be number one in sports have now evolved for the passion to protect people's health and help them perform at their best. My current role is focused on sharing the benefits of medical grade air purification that helps doctors, athletes, and any indoor space where people come together.

**We're always bombarded by how great it is to pursue your passion, etc. – but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you?**

Every day has its challenges, meeting that challenge head-on and coming out on top is what makes it feel like Game Day!

**Please tell us more about your work, what you are currently focused on and most proud of.**

My new nickname is "Clean Air Kelly" thanks to Dr. Morreale! I assist people with indoor air quality assessments and share with them the benefits that Surgically Clean Air can bring. From there, I determine a combination of our free-standing units that will bring them 100% coverage for their people in that space.

One of my most rewarding moments with Surgically Clean Air is when I was setting up for a CE Course at Tufts University, we put our SCA6000 Cascade White machine in the gross lab, turned it on to how simple it is to use, we ran to another part of the building and returned to the lab to find a whole new quality of the air, removal of the chemicals and odors, was highly noticeable when we walked back in, the lab director turned to me and said "you're not going anywhere with that machine, it's staying here!"

Our medical grade 6 stage filtration process with our ability to turn a lot of air, reduce particulate, chemicals, vapors and odors while killing germs and viruses is what sets us apart from any other air purifier.

**So, what's next? Any big plans?**

**Contact Info:**

**Address:** Surgically Clean Air, 35 Village Road, Suite 100. Middleton, MA 01949

**Website:** [www.surgicallycleanair.com](http://www.surgicallycleanair.com)

**Phone:** 6179661590

**Email:** [Kelly@surgicallycleanair.com](mailto:Kelly@surgicallycleanair.com)

**Instagram:** [@Surgically Clean Air](https://www.instagram.com/SurgicallyCleanAir)

**Facebook:** [@SurgicallyCleanAir](https://www.facebook.com/SurgicallyCleanAir)

**Twitter:** [@Surgically](https://twitter.com/Surgically)

**Yelp:** Surgically Clean Air

**LinkedIn:** [Surgically Clean Air, Inc.](https://www.linkedin.com/company/Surgically-Clean-Air-Inc)

**Image Credit:** Kelly Dyer Hayes



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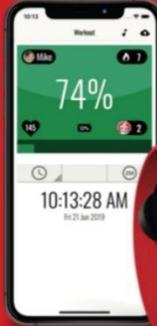
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a Division of SimpleAgain



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Together, we can build it.**

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anywhere, for longer.

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SANITIZER  
FOR YOUR  
INDOOR AIR**

■ ■ ■ ■ ■ ■  
SURGICALLY CLEAN AIR

## Silver Level Sponsors:

### MATRIX

#### Matrix Fitness Introduces New Cardio Portfolio

**COTTAGE GROVE, Wis. (February 27, 2020)** – Matrix Fitness is launching an all-new cardio offering designed to make it easier for customers to find fitness solutions specific to their needs. The company's three new cardio series are compatible with five reimagined consoles for combinations of performance and technology that can accommodate virtually any fitness facility's budget, space and members. Fitness facility owners and managers will be able to browse the new platforms and consoles for the first time at the 2020 IHRSA and FIBO industry trade shows.

"At Matrix, we believe that choice makes all the difference," said Mark Zabel, global chief marketing officer and president, US commercial division, for Matrix. "With our new cardio series and consoles, we'll be able to meet our customers where they are in terms of their needs. We're extremely excited to see how these new choices will help our partners achieve their goals."

#### Series Highlights

**Performance Series** cardio equipment provides an unmatched portfolio of cardio platforms designed for heavy use in upscale fitness facilities. Refined industrial design adds a premium aesthetic to cardio floors. The rugged components are tested against the highest international standards to withstand hard, continuous use for years. Ergonomic touchpoints like seats, handlebars, sealed buttons and conveniently positioned workout controls make even long, hard workouts comfortable and easy to navigate. Additionally, Performance Series cardio equipment includes a range of advanced features that simplify and reduce service needs to minimize downtime and maximize member satisfaction. Premium-quality commercial cardio platforms include Treadmill, ClimbMill, Ascent Trainer, Lower-body Ascent Trainer, Suspension Elliptical, Hybrid Cycle, Upright Cycle and Recumbent Cycle.

**Endurance Series** cardio equipment was created for heavy use and solid workouts in professional fitness facilities where space is at a premium and budgets need to stretch further. Streamlined designs simplify the exercise experience while still providing performance that can challenge cardio enthusiasts. The Endurance Series is designed and tested to stand up to tough environments and heavy use for years. Of the three new cardio series, Endurance offers the most choices with regards to features, functions and pricing. Full commercial cardio platforms include Treadmill, ClimbMill, Stepper, Suspension Elliptical, Upright Cycle and Recumbent Cycle.

**Lifestyle Series** cardio equipment is ideal for casual use in multi-family housing fitness centers, small hotels, corporate wellness programs, municipal buildings and similar facilities. All Lifestyle Series cardio equipment features value-conscious design, reliable performance and a unified aesthetic that aims to make the exercise experience less intimidating. Simplified operation makes it easy for virtually anyone to start a workout, even users who are unfamiliar with

exercise equipment. Light commercial cardio platforms include Treadmill, ClimbMill, Suspension Elliptical, Upright Cycle and Recumbent Cycle.

**Five new consoles** that range from basic LED designs to touchscreen interfaces that mimic popular operating systems are all compatible with the new cardio series. All of the consoles give users control of the data they collect, the content that keeps them engaged and the way they reach their goals. With WiFi-enabled consoles, facility staff can also access the digital solutions of the Matrix Connected Solutions portfolio, including their most popular digital offerings like Personal Trainer Portal, Workout Tracking Network and Asset Management.

“The right technology is more than just the finishing touch,” said Andrew Kolman, senior global director, technology and business development, for Matrix. “It really dictates what kind of experience the user is going to have, and it can change the way facilities manage their machines and interact with their members.”

The new Matrix cardio series are set to launch at IHRSA and FIBO in the summer of 2020. The simplified choices are expected to impact a wide range of fitness facilities, helping them create an offering right for their budget, space and the people they serve.

Matrix Fitness is the fastest-growing commercial brand in the world and is the commercial brand of Johnson Health Tech. Matrix offers a complete portfolio of cardiovascular, group training and strength training equipment for health clubs and other fitness facilities.

## **Safety NetAccess**

NEEDHAM, Mass., Aug. 13, 2020 /PRNewswire/ -- Safety NetAccess, Inc. ("SNA") is excited to announce the creation of a new product line, HomeWorx, to help companies manage the Wi-Fi and IT Security needs of their remote workforces.

HomeWorx is designed to provide a company's remote workforce with enterprise-level Wi-Fi security. As companies move their workforces out of physical offices and to remote locations in their employees' homes, their IT departments need stronger security. HomeWorx provides a private secure wireless signal (aka SSID) for each remote office and limits the signal to the employees' remote office devices. This separation from other devices in the remote office location adds an important level of security to each network, protecting it from intruders, viruses, and more that could enter the networks through other less secure devices. HomeWorx includes a firewall, 24x7x365 network support, and enterprise equipment built to keep your Wi-Fi operational and your home office secure. Additionally, once installed, HomeWorx will continue to auto-install the latest firmware and software updates, always keeping your home office protected.

"With the recent increase of organizations transitioning to a work-from-home environment due to COVID-19, security measures must be heightened to ensure that a company's assets are always protected," advised Todd Shobert, Chief Technology Officer at SNA. "Recent malicious and targeted attacks on work-from-home employees have increased the urgency for companies to provide their workforce with a simplified solution that is easy to implement and provides unlimited security protection."

After an in-depth product search, SNA has selected Aruba remote access points (RAPs) as an integral part of the solution. Aruba RAPs have a built-in firewall, tunneling, and remote management capabilities. When coupled with SNA's proprietary SNAP centralized

management, 24x7x365 contact center, and order fulfillment team, this solution provides a phenomenal offering for the remote workforce.

"Though some IT organizations were already in the midst of adapting to supporting a more distributed workforce, the global pandemic has certainly significantly accelerated that timeline, as evidenced in a recent study from Aruba," said Paul Kaspian, Senior Product Marketing Manager for Hybrid Workplace Solutions at Aruba, a Hewlett Packard Enterprise company. "Aruba RAPs are a central part of SNA's new HomeWorx solution, an offering that will help organizations deliver enterprise-level Wi-Fi security to keep their employees safe and productive when working remotely."

HomeWorx is available with multiple options and configurations to fit any organization's budget or support needs. Backed by an industry-leading provider of Wi-Fi networks, SNA has the experience and the technical resources to help organizations with a new era of remote workforce Wi-Fi management.

**About Safety NetAccess |** SNA is a leading, international, high-tech solutions company that has been providing a broad range of technology products and services since 2001. All SNA products and services are exclusively designed for the most selective client and include; visitor-based Wi-Fi networks, telecom, security camera solutions, energy management, television and casting solutions, low voltage cabling, and Broadcom/telecom circuits. Our networks are managed, monitored, and maintained with 24/7/365 LIVE support. Our support team is made of experienced engineers to ensure superior service for our clients and their end users. Today SNA has installed a variety of network environments including hotels, resorts, open-air venues, multiple dwelling units, military bases, coffee shops, restaurants, universities, high schools, campsites and marinas.

**WELLNESSWORX**  
Belong Engage Connect

**One-Stop-Shop** – you don't need a specialist for every system, we seamlessly combine your systems into a single enterprise network while reducing technology costs by 30-50%. Get off the treadmill of having multiple vendors and unreasonable costs!

**Wi-Fi**  
Secure, reliable, enterprise-grade wireless connectivity for your staff and members. Industry-grade equipment is provided for you.

**Audio Visual**  
Provide overhead music in the common spaces of the facility along with customized solutions for group exercises and breakout rooms.

**Cameras**  
A complete, security camera solution that provides you with visual access from anywhere in the world.

**Operations Technology**  
Provide your team with the necessary tools to manage your facility efficiently (Laptops, iPads, printers, etc.)

**Facility's Automation**  
Control your property's lights, temperature and TV's remotely – providing you with the power to efficiently manage your on-site resources.

**TV Programming**  
Remotely manage TV programming, power, and channels for your members.

**Bandwidth Circuits**  
Obtain seamless and fast internet connectivity for your facility at a competitive operating cost.

**Managed Services**  
Access to a 24/7, 365 support center to assist with network-related questions. Calls are answered faster than you can do 10 pushups.

**Business Phones**  
On-site phone system to control the property's main phone and fax number needed to run your business.

**Automation**  
Control your property's lights, temperature and TV's remotely – providing you with the power to efficiently manage your on-site resources.

**About Safety NetAccess | SNA is a leading national high-tech solutions company that has been providing a broad range of technology products and services since 2001. Today SNA has installed various network environments, including hotels, resorts, open-air venues, multiple dwelling units, military bases, coffee shops, restaurants, universities, high schools, campsites, and marinas.**

**POWERED BY SAFETY NETACCESS**

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## Twin Oaks

Joining season is in full swing to sell new memberships. Are you & your website ready for Online Joining? Internet technology has evolved tremendously and successful Fitness Centers & Gyms have implemented sales strategies to send people to their website and engage prospects and members throughout the buying cycle. Utilize this knowledge now and extend beyond traditional means, with an easy link for non-members, former members, and prospects to easily join right from the website and for existing members to manage their account.

Industry stats show that many gyms, are doing 15-25% of their new memberships Online. By using your website as a business platform, all visitors can connect, learn, and even purchase in ways not even imaginable a few years ago. This is a sales tool and realize there's a promise of significant sales productivity and revenue gains. Incorporating this will benefit the business long into the future.

Start by talking with Twin Oaks, a tier 1 Club Management Software provider. They would be able to set up the functionality, the integration, and provide the components to put Online joining in place, linked from the gym website, and integrated directly into the software.

Incorporating the business logo and color theme into the offer pages, and customize special add-on's services are just part of the package. The recurring cost is minimal, and they will also provide an ecommerce account for credit cards processing.

Then create engaging presentation visuals on your website. Have simple examples of the membership plans, keeping it to three options or less for maximum joining power and ease of use. A virtual tour, member testimonials, and easy to understand membership rates will help in decision making for prospects.

Next, promote this easy to use capability. All marketing sources, Direct mail, billboards, ad's, posters, Facebook page with a link, should include the gym website and mention the ability to Join Online. Even promotional flyers and pieces used for local community events should include language to prompt action. There's no confrontation, no dealing with a sales rep, prospects can do it all Online and then, come in and pick up their membership card and get started on their way to enjoying use of the facility.

When a prospect joins a confirmation message will be given welcoming them and they receive a follow up email. The Online Joining program allows the member to see and print their real contract, with their information filled in. This is very important as it serves as their official, legal agreement and receipt of payment.

The program will generate reports of number of visitors to the site, who & how many joined, what type of membership was purchased, monetary increase to the monthly dues line, and track the marketing source. This allows managers to see the effectiveness of promotional campaigns and measure success. Monitoring results is critical to determining start & stop dates, or whether offers should be changed.

Online Joining allows staff to focus more on members in house and the guests they tour. They can even say to the prospect, think about it, go home and Join Online, you'll find the same rates there. This eliminates haggling and negotiating. Staff can be honest and consistent along with being upfront about fees. Consider even adding an I-pad kiosk at the front desk. This will allow prospects to do it themselves, right there, and choose the customized offer that fits them best.

Ironically, gyms find that when they promote their website it leads to other Online sales. Items such as towel service, childcare, lockers, tanning, or activity registration. Refer a friend or add on a family member now and save \$5 a month as long as they stay a member, a month free, a personal training session, the possibilities are endless. Even sell Gift cards.

Costs:

Expect to cover initial set up & contract customization, \$100-400. And approximately 2.5% for credit card merchant fees as these are Ecommerce transactions, considered card not present.

The return on investment is great and easily offsets the upfront and recurring monthly hosting fee. Not to mention the easy to use customized and branded club Member App.

Today's smarter clientele and far better informed prospects demand more. The ability to join Online is just the first step in a collaborative and repeatable sales process. The result: dramatic improvements in revenue generation and better retention as members become more

involved in their facility.

The big question is not why offer On-line joining, but why not?

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Ms. Oat is a former large gym owner and operator for 15 years serving approximately 3000 members and having managed 65+ employees in a 53k square foot multi-sport facility. Now working on the vendor side, she oversees the sales and client relations staff for Twin Oaks Software, which was established in 1991 by two other former club operators. Twin Oaks is a Billing, Software, and Returns Management provider and is located in Berlin, CT. [www.healthclubsoftware.com](http://www.healthclubsoftware.com)



**THANK YOU ALL! SEE YOU AT OUR NEXT EVENT SEPTEMBER 2021 AT VALLEY  
HEALTH WELLNESS & FITNESS IN WINCHESTER, VA!**