

FEBRUARY 2014

# CLUB BUSINESS INTERNATIONAL

A man with short dark hair, smiling broadly, wearing a blue and black vertically striped button-down shirt. He has his right fist raised in a celebratory gesture. The background is a soft, out-of-focus pinkish-purple.

## Social Media Savant

**GARY VAYNERCHUK**  
WILL EXPLAIN HOW TO  
TURN A 'COOL' MEDIUM  
INTO A 'HOT' MEMBER  
ACQUISITION AND  
RETENTION TOOL AT  
IHRSA 2014

**FITOUR**



*Group Exercise Certification*

FITOUR certifications provide a club's fitness staff with the tools and knowledge they need to obtain the results members want. Offering affordable, multilevel, nationally recognized accredited certifications, FITOUR has trained thousands of successful instructors nationwide in Personal Training, Fitness, Pilates, Cycling, Boot Camp, Kickboxing, and Yoga. FITOUR is helping IHRSA member clubs trim their overhead costs by offering "Train 2 Fitness Staff for the Price of 1" every Friday—available exclusively at [fitour.com/ihrsa](http://fitour.com/ihrsa).

**Manufacturer's list price: \$124.99**

**FREEMOTION FITNESS**



*PaddleFitness*

Club members can take their training to the edge and wash away their weaknesses with wave-inspired workouts that challenge the mind and body. Renowned surfer and paddleboarder Laird Hamilton designed PaddleFitness to simulate a paddleboarding experience with a land-based board. The board utilizes two balance pods to provide different levels of instability. The paddle features an adjustable 5-pound sliding weight to intensify workouts and engage the core. Members can paddle past weaknesses with PaddleFitness.

**FUNCTION FIRST DESIGNS, INC., DBA CORE-TEX**



*Core-Tex*

The Core-Tex represents the next generation of group exercise options. It creates an instant environment in which participants can enjoy challenging, fun-filled workouts that combine balance, reaction, dynamic strength, cardiovascular endurance, and mobility in a single format. The almost infinite number of combinations of movements means that no two workouts are ever the same. The Core-Tex is appropriate for members of all abilities and at all fitness levels, and its small footprint and zero maintenance make it ideal for every type of facility.

**Manufacturer's list price: \$595.00**

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**EXTERRA SYSTEMS**

Pre-finished Exterra hardwood floors deliver maximum shock absorption for group exercise.



**RUBBER FLOORING**

Heavy-duty Flecks Speckled in convenient rolls, or interlocking tiles to weight and CV areas.



**MODULAR FLOORS**

Premium DuraFLEX flooring offers strength, comfort and lasting aesthetic appeal for free weight and selectorized areas.



**BAMBOO FLOORS**

New high-performance Zenterra bamboo flooring is a great "green" option for your group exercise and mind/body rooms.



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