

PEAK SPEAK- October 2006

Welcome to the FIRST EDITION of our newsletter!

*We'll be posting PEAK SPEAK on our website and in the gym.
In PEAK SPEAK you'll find general fitness info, workout ideas, nutrition tips,
and news about our health club.*

*Feel free to forward email or printed copies of our newsletters to anyone you
think might find the content interesting.*

*If you have any questions about the content, or ideas for features, please see
Joe or Pete.*

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Celebrating Our First Anniversary in Business

In September, we marked our first year in business. It's been a great year, and we have really enjoyed all the new friendships we've made since we took over. We set some pretty aggressive goals for ourselves in the first year, and we very pleased with the success we've had in meeting those goals.

In addition to getting our business up and running, we ...

- replaced aging equipment (including four new treadmills)
- installed a new A/C system in time to keep the facility cool this past summer
- refurbished the "Spinning" Room which had fallen into disrepair
- converted the Spinning Room into a training studio (work in progress)
- hired a professional cleaning service to supplement the improved care of the facility
- instituted a policy whereby one of the owners is virtually ALWAYS on site
- got our web site up and running

Most importantly, we believe we have established a greatly improved atmosphere in the club. We're proud of the encouraging feedback we continue to get from long-time members who've noticed the positive changes. Among our goals for the coming year are plans for hosting various fitness events and continuing to get more involved in the community.

Our family genuinely enjoys being in the fitness business. We sincerely appreciate the patronage of our members; we are very fortunate to have such a great group of people associated with our health club.

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Strength Training- Is it For You?

One of the things we enjoy doing MOST is debunking fitness myths. One of our favorites is the one that says strength training is for “muscle-heads”, body builders or power lifters, and is certainly NOT for women.

There are still people around who believe that women run the risk of becoming muscle-bound or masculine if they work with weights or strength machines!

But now we know that virtually EVERYONE can benefit from strength training, and experts are now extolling the virtues of strength training for men and women of ALL ages.

So, what's so GOOD about strength training?

- ✓ *Enhanced bone mass and strength that reduce the risk of osteoporosis- particularly important for seniors!*
- ✓ *Stronger connective tissues, leading to increased joint stability*
- ✓ *Increase in lean body mass and decreased body fat*
- ✓ *Higher metabolic rate*
- ✓ *Improved self-esteem and confidence that come from feeling stronger*

See Pete or Joe if you'd like to learn more about incorporating more strength training into your workouts

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Did You Know?

Over 75% of our new business comes from referrals.

That means that the single most effective tool we have for marketing our business is....YOU!

Over the past year, our membership base has continued to expand and the biggest contributor to that growth has been "WOM" (word-of-mouth) advertising. We are very proud of the fact that our members enjoy our health club enough to recommended to their friends, co-workers and families.

It's the main reason that our membership base now includes more seniors, more women, and more family memberships than when we started.

Did you know that Peak Performance has a referral program? When you refer a new member to us, you'll be given a free month's membership or a free PT session ()*

More importantly, you'll be helping your friend, co-worker or relative to improve his or her overall wellness by engaging in an enjoyable and affordable fitness program.

Have you told your friends, co-workers and family about Peak Performance?

() Please see Joe or Pete for details.*