

LA FITNESS

PERSONAL TRAINING

An Informative Newsletter

Vol. 5

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By John Platero

The Parts affect the whole.

There is a saying " for every good thing that happens to someone, that person will tell two to three people, but for every bad thing that happens to them, a person will tell six to eight people."

One of our independent trainers in Westwood took a lot of money from a variety of clients and then left town without servicing them. He charged very little per session but sold large packages knowing he wouldn't have to service anyone for that low price.

This really gives personal training a bad name.

So many good trainers, professional trainers in our organization and one guy can just screw things up.

Please take note of trainers selling large amounts of sessions for \$15 or less, per session. If you can bring it to my attention I would appreciate it. We want to keep the integrity of this profession intact.

NEW PROGRAMS

In October LA FITNESS will be starting a senior program along with an MCO (Managed Care Organization} in Hacienda Heights, Garden Grove, Van Nuys, Covina and La Mirada.

Most seniors are concerned with osteoporosis, hypertension, diabetes, life extension and general well being.

Remember most seniors have the time and the disposable income to hire a Personal Trainer.

The seniors who participate in this program will get a free intro like any other new member. The only difference is, you the trainer must have them sign a form provided by the front desk before completing the intro.

Be careful, older people are not dumb. They've been around. Make sure they sign the form, otherwise we'll be doing free intros forever.

Try and get them involved in strength training or classes. Most seniors will just use the treadmill because that's what they're comfortable with. But this won't help strengthen their bones or their posture.

Remember not all seniors are invalids. Some "seasoned" adults still have fire in the chimney, so give them a good workout.

All trainers who work with these seniors must be certified or get certified within 60 days of their hire date.

TRAINER OF THE MONTH

RICHARD SHALLOP - WESTWOOD

I met Richard about 8 months ago at a Post Rehab Conditioning Specialist certification. He was very inquisitive and had the desire to find out as much as he could about fitness training.

Richard however, was no novice. At 5'11 and 195 lbs, this New Jersey native started lifting weights at 14 years of age. At Rutgers University he studied exercise physiology, kinesiology and anatomy.

Like most people that come to LA, Richard did some acting in theater and the soap Santa Barbara. But the fitness field kept beckoning.

For the last five years Richard has been a Personal Trainer. He's currently certified through ACE, AAHFP, NASM, FUTURE FIT and is now working towards his NSCA Personal Trainer certification.

Richard is one of our busiest trainers, performing 45-50 sessions a week. He attributes his success to education. "Education is the key to getting your clients results. You don't realize how much you don't know until you start studying."

I couldn't agree with him any more.

Because of his pursuit of further education, Richard is our trainer of the month.

IMPROVEMENTS

Do not use the LA FITNESS name or logo on any of your flyers without the prior written approval from LA FITNESS. Also, the statement "**Independent Contractor not affiliated with LA FITNESS**" should be on all of your flyers, cards, price sheets or advertisements. If you need stickers, let me know

CLUB POLICIES

- Please show your card to the front desk at least once a day.

- In event of an accident and someone is injured, please go to the front desk and ask for an "incident report". Fill one of those out, make a copy for yourself, fax a copy to me at 888-287-0801 and give the other to the front desk. This way your covered.

- If you have not received a "trainers card", or you have moved, call 800-600-2540, ext 561 and ask for Jim Irwin. Give him your correct address so you can be sent one.

- This is a reminder, you will be charged a 10% late fee plus a \$10 bank charge if your rent comes back to us. We will also deny you entry to the club until you pay the balance. If your rent is \$300 it will cost you \$340 to get back in to the club. THERE WILL BE NO MORE EXCEPTIONS.

UPCOMING EVENTS

FUTURE FIT

PERSONAL TRAINING SCHOOL

Sat. and Sun. 8:30 am - 6:00 pm, October 18-19

LA FITNESS - Chino Hills

909-393-3101 (for directions)

\$159

1-800-778-6060 to register

KICKBOX CARDIO TRAINING

Oct. 4, 11:30- 1:00pm,

LA FITNESS - Anaheim

800-600-2540 ext 566

\$25

AQUA CONDITIONING CIRCUIT TRAINING

Oct. 11, 10-12:00 pm LA FITNESS - Chino Hills

\$45

Please send any suggestions, comments, complaints, praises, accomplishments, articles or information you might find useful to the newsletter or training program to:

John Platero
3500 Overland Ave ste 230
LA, CA 90034

P.S. Starting October 7th I will be doing the stairs in Santa Monica on Tuesdays and Thursdays at 2:00 pm. Anyone who would like to join me would be great! The more the merrier. The stairs are located on 4th st, one block north of San Vincente. Hope to see you there.