

# News from ICAA Preferred Vendors



Foot Solutions' Ray Margiano. Photo: Katrina Wheeler. Image courtesy of NaVOBA

## Foot Solutions founder recognized for cultivating veteran entrepreneurship

The National Veteran-Owned Business Association (NaVOBA) has named Raymond Margiano, founder/CEO of Foot Solutions Inc., as its 2010 "Vetrepreneur of the Year." This award honors role models of veteran-owned businesses who demonstrate "the finest qualities and attributes crucial in leading a flourishing business, marked and sustained business growth and success, coupled with an extensive aspiration to cultivate veteran entrepreneurship." Margiano credits military service, under the GI bill, for enabling him to pursue higher education. To aid fellow veterans, he recruits them as franchisees, offering a discounted startup fee. See [www.footsolutions.com](http://www.footsolutions.com) for company information.

## New Balance creates retailer certification

Because proper foot care and shoe fitting play a role in health and wellness, New Balance has created the Procure Fit Specialist dealer network. A recent addition to ICAA's Preferred Vendors, New Balance trains these shoe retailers in fitting skills, gait analysis, footwear technologies, and foot health and function. More than 700 "sit and fit" retailers currently carry the Procure certification. These stores

offer a variety of New Balance athletic shoes, as well as Dunham (men's casual) and Aravon (women's comfort) styles. To find a Procure dealer, visit [www.newbalance.com/shop/procure](http://www.newbalance.com/shop/procure).

## Conductorcise expands reach of certification program

Spreading his "joyous physical exercise" abroad, David Dworkin recently headed east and west with Conductorcise—A Sound Workout for Mind, Body and Soul. In September, Maestro Dworkin launched Conductorcise in the Netherlands, certifying instructors at the Groenhuysen Care Center in Roosendaal (south of Amsterdam). Then, in early October, he certified instructors in Singapore in conjunction with ProAge, a wellness-focused social enterprise and ICAA member. These excursions followed another successful appearance at New York City's Summer Streets program in August. To learn more about the Conductorcise program and certification, check out [www.conductorcise.com](http://www.conductorcise.com).



(L to r), former Olympian Sebastian Coe, chair of London's 2012 Olympic organizing committee, joined Technogym President Nerio Alessandri to announce the company's selection as equipment supplier

## Technogym to supply equipment for 'Wellness' Olympics

The London 2012 Organising Committee has chosen Technogym to provide

equipment for the upcoming Olympic Games in the United Kingdom. Technogym will supply the main gymnasium in the Olympic Village and preparation centers for the 28 participating disciplines. According to the company, Technogym's commitment to promoting wellness was instrumental in its selection, as the 2012 Games is part of the UK's long-term investment in public health. Alongside the games, the government will run a program aimed at motivating people to participate in regular physical activity. Technogym product information is available at [www.technogymusa.com](http://www.technogymusa.com).

## Peak Pilates featured in fitness events

On the heels of successful participation in two events for fitness professionals, Peak Pilates heads to Massachusetts for the Boston Balance Spinning and Fitness Conference 2010, to be held October 27–30. As is the case for all fitness education sessions offered at the event, participants in the Peak Pilates program will receive continuing education credits. The company recently offered educational sessions at the Inner IDEA Conference in Palm Springs, California, and at SCW Fitness Education's Midwest MANIA in Rosemont, Illinois. For more information about Peak Pilates, call 800-925-3674 or go to [www.peakpilates.com](http://www.peakpilates.com).

## New management named for MATRIX parent company

Johnson Health Tech North America (JHTNA) recently promoted Nathan Pyles to president and Bob Zande to chief operating officer/chief financial officer. A 17-year company veteran, Pyles previously served JHTNA in a number of capacities, including as president of the company's commercial brand, MATRIX Fitness Systems. Zande, who has served as JHTNA's CFO since January 2009, has 20 years experience in driving operational and performance improvement. He has held president, CFO and general manager titles in a variety of industries throughout his career. To learn more about MATRIX products, call 866-693-4863 or visit [www.matrixfitness.com](http://www.matrixfitness.com).

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*Iron Grip's updated free weights*

## Iron Grip redesigns free-weight line

Iron Grip recently upgraded its urethane dumbbells and Olympic plates to improve durability, functionality, longevity and appearance. The dumbbells feature a patented handle design, which offers a 1-3/8" diameter with flared shoulders widening to a 1-3/4" diameter at each end. The extra-wide ends define a gripping area in the handle's center, helping individuals grip correctly and making dumbbell use safer and more comfortable. Additionally, the Olympic plates and dumbbells offer a textured urethane coating to better resist scuffing and scratching. For details on Iron Grip's products and buyback program, email [info@irongrip.com](mailto:info@irongrip.com) or call 800-664-4766.



*The Motus NRG M-Racing Indoor Cycling Bike*

## Motus USA highlights indoor racing bike

Motus USA featured its M-Racing Indoor Cycling Series at the recent IDEA World Fitness Show in Los Angeles, California. The NRG M-Racing bike is

driven by a Kevlar belt and features a rear flywheel design with minimum impact resistance. Accessible for active-adult and rehabilitation markets, the bike provides low step-through access, adjustable ergonomic seat and handlebars, and large computer displays with heart rate monitoring. For a limited time, Motus is offering 40% off the current market price for the NRG M-Racing indoor bike. Email [sales@motususa.com](mailto:sales@motususa.com) or call 866-668-8766 to receive special pricing.

## Life Fitness offers light-increment weights

The Life Fitness Signature Series selectorized strength products are now available with optional light-increment weights and weight stacks. Developed to meet the needs of active-adult populations and rehabilitation centers, the weights allow users to increase resistance in increments of 2.5 lbs., while the graduated weight stack provides 10-lb. plates at the top and 20-lb. plates at the bottom. In other news, Christopher Clawson has returned to Life Fitness as president. Clawson will report to Brunswick Corporation's chairman and CEO, Dustan E. McCoy, in this role. For Life Fitness product information, go to [www.lifefitness.com](http://www.lifefitness.com) or call 800-634-8637.

## Masterpiece Living symposia boost employee-resident relationships

Somerby Senior Living communities and University Village, a Westport Senior Living community in Tampa, Florida, recently hosted Masterpiece Living's Successful Aging symposia. These meetings focused on the cultural shift toward empowerment and purpose for residents in assisted living, skilled nursing and memory care settings. Outcomes included improved employee/resident relationships through identification and matching of personal interests; modification of recreation calendars for more equal emphasis on the components of wellness; and identification of departmental responsibilities for wellness (including dining, transportation and facilities). For information about Masterpiece Living, contact Emily Warren at [ewarren@mymasterpieceliving.com](mailto:ewarren@mymasterpieceliving.com).



*CYBEX 750AT Total Body Arc Trainer*

## Troon Golf chooses CYBEX as preferred supplier

Cybox International is now the preferred fitness equipment supplier to Troon Golf, operator of more than 200 private, resort and daily fee golf properties in 26 countries. As part of this new relationship, Troon recommends CYBEX to its facility managers. These individuals will consider CYBEX's full range of fitness solutions, including the company's Golf Fitness platform. CYBEX, a silver corporate partner with Club Managers Association of America, is the brand used in the mobile fitness trailers that travel with the PGA and champions tours. For CYBEX product details, refer to [www.cyboxintl.com](http://www.cyboxintl.com).

## STOTT PILATES launches specialty tracks program

Designed for STOTT PILATES certified instructors at any level, the company's new Specialty Tracks program allows individuals to focus their education and work with clients with specific needs and programming challenges. The five tracks are: Active for Life, Post-Rehabilitation Conditioning, Athletic Conditioning, Golf Conditioning, and Pre- and Post-Natal. After completing eight workshops in a single category, an instructor is designated a STOTT PILATES Specialist in that track. Workshops, which are open to all fitness professionals, are available at training centers and conferences. To learn more about these educational offerings, visit [www.stottpilates.com/specialtytracks](http://www.stottpilates.com/specialtytracks).