



Robert Spenger rows his way to a new world record on a Concept2 indoor rower

Concept2 provides older rowers a way to compete

At the annual C.R.A.S.H.-B. Sprints World Indoor Rowing Championship, sponsored by Concept2, participants row 2,000 meters on the company's indoor rowers in efforts to break a world record, set a personal best or experience the thrill of competition. More than 2,000 people ages 14–85 competed in February 2010—and veterans were the only age groups setting new records. Concept2 congratulates Laurette Rindlaub, 75–79 Veteran Lightweight Women, 9:08.9; Ingrid Peterson, 65–69 Veteran Lightweight Women, 7:56.9; and Robert Spenger, 85–89 Veteran Lightweight Men, 8:13.6. Rowers can enter and compare times in Concept2's Rankings at www.concept2.com/logbook.

Iron Grip introduces buyback program, joins vendor network

Iron Grip Barbell Company has established a buyback program to make renovating and upgrading fitness facilities easier and more affordable. The program allows facilities to return old Iron Grip urethane dumbbells and weight plates in exchange for a credit towards the purchase of new Iron Grip equipment. When possible, new product moves in the same time old equipment is removed. In other news, Iron Grip recently joined the Gold's Gym Franchisee Association Supplier's Partnership Network, and will work with member facilities to provide free-weight equipment at a competitive price. For information, call toll-free 800-664-4766 or see www.irongrip.com.

CogniFit enters Spanish-language market

CogniFit, Inc., recently expanded its offerings—and market reach—with the launch of its Spanish-language CogniFit Personal Coach software and website (www.cognifit.com/es). Some brain fitness exercises are language-independent, but for exercises such as naming, language is an essential element. The Spanish-language version of CogniFit Personal Coach will provide the entire range of tasks available through this software, while the website will include all the scientific and product information on the company's English-language site. Websites for French and German speakers will launch this year as well. Learn more about CogniFit software at www.cognifit.com.



Active adults take part in MERIT's adventure program

MERIT offers adventure program for active adults

New ICAA Preferred Vendor MERIT Property Management offers the Active Adult Adventure Program to all communities managed by the company. The program can include Wii rooms, skydiving, mountain biking, flying clubs, white-water rafting, on-site college programs, medical/health seminars, and additional programs that offers residents the chance to experience life in a new way. MERIT's team members often explain to residents, "Don't let age limit the possibilities, otherwise you cannot move beyond your own limitations." Contact MERIT's Vice President of Active Adult Communities Scott Hysler at 949-448-6023 or shysler@meritpm.com for more information.



Biofreeze Pain Relieving Wipes

New delivery system revealed for cooling Biofreeze analgesic

Performance Health/Hygenic Corporation recently introduced the Biofreeze Pain Relieving Wipe, a new delivery system for the company's clinically recommended topical analgesic. The first high potency product in the Biofreeze line, these disposable wipes are provided in small, single-use, 24-count packages, allowing professionals and clients to store a convenient supply in places where they might anticipate pain events. Likely locations for Biofreeze wipes might include gym bags, first aid kits, office desk drawers, purses, pockets or car glove compartments, for example. For details about this Biofreeze pain-relieving product and other offerings, visit www.biofreeze.com.

Cybox Sweet Spot installed in leading golf clubs

Two high-profile golf clubs—the Olympic Club in San Francisco, California, and Casa de Campo in the Dominican Republic—have installed Cybox International's Sweet Spot golf fitness platform, which includes a range of strength and cardio equipment such as the Bravo Functional Trainer and the Arc Trainer. According to Cybox Chairman and CEO John Agialoro, the company's partnership with golf professional Greg Norman will help expand its position in the golf fitness arena, where it offers custom and prezided packages. Go to www.cyboxintl.com or www.cyboxgolf.com for company and product information.

Preferred Vendors



(L to r), Foot Solutions' Ray Margiano and Soles4Souls' Silvana Clark review shoe donations

Foot Solutions collects shoe donations for Haiti

On behalf of Soles4Souls, the international charity dedicated to providing free footwear to people in need, Foot Solutions has amassed an estimated 100,000 pairs of shoes for the people of Haiti. After the January earthquake in the Caribbean nation, Foot Solutions asked the public to drop off their gently used shoes at any of the company's 240 worldwide locations and/or to contribute monetary donations. "Like so many others, we want to do everything we can to help," says CEO and Founder Ray Margiano. For locations, log on to the Store Locator at www.footsolutions.com or call toll-free 888-FIT-FOOT (348-3668).

Flavors 450 menu wins Morrison top honors

Morrison Healthcare Food Services' new culinary concept—Flavors 450—has been named Best Management Company Concept by *Food Management* magazine in its 2009 Best Concept Awards competition. The awards recognize exceptional achievement and innovation in key areas of noncommercial foodservice. In collaboration with Morrison executive chefs, chef Cary Neff developed more than 60 rotating meal choices, each under 450 calories and with less than 35% of calories from fat. Each meal meets American Heart Association guidelines, is low in sodium, and features seasonal fruits and vegetables whenever possible. Visit www.iammorrison.com to find out more.

TMI introduces ultraviolet system for pools

After three years of research, TMI Salt Pure Corporation is launching SaltSynergy, an ultraviolet system compatible with all pool sanitizers, including salt systems. In conjunction with a chlorine generator or as a stand-alone unit, the SaltSynergy system is designed to remove chloramines and other harmful chlorine by-products, thereby improving water safety and quality. TMI, an aquatic consulting company, specializes in retirement communities and has more than 15 years experience in Automated Commercial Salt Pure Systems. For more information about the SaltSynergy ultraviolet system, call TMI President Timothy Petsch toll-free at 800-818-8266 or email timothy@tmisaltpure.com.



(L to r), Dr. Harry Moody talks to Masterpiece Living President Dr. Roger Landry and Masterpiece Alliance Foundation Board Member Dr. Robert L. Kahn

Award-winning author keynotes annual Masterpiece Living event

Harry R. Moody, PhD, AARP's director of Academic Affairs, received the 2010 Robert L. Kahn award after presenting a keynote address at the 2010 Masterpiece Living Lyceum in Sarasota, Florida, in February. The award recognizes leaders in the field of aging who have made exceptional contributions to the propagation and application of successful aging principles. Moody has written many articles and several books on humanities and aging, including *Aging: Concepts and Controversies* and *The Five Stages of the*

Soul: Charting the Spiritual Passages That Shape Our Lives. To learn more about Masterpiece Living, visit the company's website at www.mymasterpieceliving.com.

Waterplay Solutions expands product line

New to the ICAA Preferred Vendor Program, aquatic recreational features provider Waterplay Solutions has added low-impact fitness equipment to its product line. The new equipment consists of eight portable, compact units, which can be adapted for use in any pool over 1.1 meters (3.6 feet) deep. "We wanted to help people of virtually any age or ability achieve a healthy, active lifestyle, with equipment that's easy to install and adapt to existing pool facilities," states Waterplay President Jill White. Find out more information about Waterplay's aquatic fitness line by calling toll-free 800-590-5552 or viewing www.waterplay.com.



Technogym EXCITE+ CROSSOVER

Technogym presents total-body lateral cardio training

New from Technogym, the EXCITE+ CROSSOVER combines lower-body lateral training with converging upper-body involvement for a natural, rhythmic exercise experience. The lower-body movement combines abduction, extension and external rotation to recruit different muscles than those used on traditional cardio machines. The fixed movement pattern

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and dependent pedals also train the core, as the user's center of mass moves on three planes. Features include dependent pedal action, fast track controls, rear step up, dual heart rate hand sensors, and an optional touch-screen VISIO display with zoom mode. For further information, refer to www.technogymusa.com, or call toll-free 800-804-0952.

NeuroCom tool provides easy balance screening

Now available from NeuroCom International Inc., VSR (Very Simple Rehabilitation) is an introductory balance and mobility assessment tool, and can also supplement more comprehensive products, providing a portable and inexpensive solution for balance issues. It takes only about 15 minutes to conduct a basic assessment, and the device immediately provides objective data of a person's sensory and motor profile. The small, simple system is easy to set up and take down, and works well in areas with limited space. For more VSR information, call NeuroCom toll-free at 800-767-6744 or check out www.onbalance.com.



Kevin Bowen, Peak Pilates' new director of education

Peak Pilates names director of education

Kevin Bowen, former president of the Pilates Method Alliance, has joined Peak Pilates as director of education. In addition to overseeing development in all forms of media, Bowen will manage Peak's external network of teacher trainers and education partners. He will also drive the company's global expansion by creating new strategic alliances and enhancing existing partnerships. Julie Lobdell, Peak

Pilates founder and president, facilitated Bowen's recruitment, thereby strengthening the company's senior management team to prepare for further growth. Information about Peak Pilates is available online at www.peakpilates.com or by calling toll-free 800-925-3674.

Motus USA partners with Dynamic Wellness Solutions

Dynamic Wellness Solutions will be Motus USA's new distributing arm for the active-aging fitness market, the equipment manufacturer recently announced. Motus offers a complete line of commercial cardio equipment featuring large, operative displays with simple touch-sensitive buttons on low-step, slow start treadmills, and stationary bikes with minimum resistance, walk-through access, and pneumatic seat adjustments. Samsung, Mitsubishi and Hyundai components are included. "Dynamic Wellness Solutions representing Motus USA confirms our dedication to our brand beyond the traditional fitness markets, keeping the aging population of America physically active," explains Roy Greenberg, Motus president. Call 866-668-8766 for information, or view www.motususa.com.



LifeTrail Advanced Wellness System

Study shows LifeTrail use produces results

LifeTrail is an outdoor fitness system for people over 50 years of age based on the principles of functional fitness. Now, a recently conducted study affirms that LifeTrail, from Playworld Systems, produces results. After six weeks of using the LifeTrail system, residents of RiverWoods Senior Living Community in Lewisburg, Pennsylvania, had substantial improvements in a variety of key functions as

measured by the Senior Fitness Test (Rikli & Jones). These changes included 50% improvement in upper-body strength, 30% improvement in lower-body strength, and 14% improvement in agility and dynamic balance. For more details, go to www.lifetrail.com



Perform Better's Aqua Bag

Perform Better showcases new Aqua Bag

Perform Better, a new ICAA Preferred Vendor, presents Aqua Bags for unstable training. Fill the bags with water to change the weight and instability—the fuller the bag, the heavier and more stable it will be. Available in two sizes, Aqua Bags can hold approximately 70 lbs. of water, while adjustable handle positions allow for more variety in exercise. This product is a useful tool for movements such as swings, chops, step-ups, rows, and more. For more information, visit www.performbetter.com. Or call toll-free 800-556-7464 for a free copy of the new 2010 Sports Catalog.

Precor opens North Carolina manufacturing facility

Precor, Inc., has opened and begun operations at its new manufacturing facility near Greensboro in Guilford County, North Carolina. Representing an investment of more than \$26 million, the 230,000-sq.-ft. plant will manufacture commercial strength equipment, including all the newest Precor single station C-Line machines as well as Icarian plate-loaded, functional and multistation machines. The building replaces a smaller facility in Valencia, California, significantly increasing Precor's capacity. It also serves as a showroom and convenient meeting place for customers and sales representatives. Refer to www.precor.com or call toll-free 800-786-8404 for Precor product information. ☺