



*The BigBand resistance band*

## **Communities assess impact of BigBand system**

The BigBand Fitness System is being studied as an exercise tool for Parkinson's patients at various assisted living facilities in the Washington, DC, area. Classic Residence by Hyatt in Chevy Chase, Maryland, is one site where residents are observed and interviewed monthly after fitness classes to assess their perceptions of ease of use and improved functional mobility. The exercise class provider, H2O Fitness, monitors attendance to also evaluate the product's effect on motivating exercise compliance. Fleece-covered BigBand resistance bands feature an all-in-one band/ball design, which is helpful for those with impaired coordination. Visit [www.bigbandfitness.com](http://www.bigbandfitness.com) or call 240-483-5655 for details.

## **Age Dynamics adds trainer, undertakes projects**

Age Dynamics Inc. (ADI) recently added David Wernick to its Associate Trainer team. Wernick has worked as an independent fitness and wellness consultant for 20 years, including stints at two ADI clients. In other developments, ADI has begun a wellness initiative for Trail Ridge in Sioux Falls, South Dakota. The consulting firm is also providing wellness programming and design support for new wellness facilities at Gulf Coast Village, Cape Coral, Florida; Friendship Village, Bloomington, Minnesota; and Spring Lake Village, Santa Rosa, California. For help with wellness programming or facility design, contact ADI at 800-929-2719 or log on to [www.agedynamics.com](http://www.agedynamics.com).

## **STOTT introduces package to support reformer**

STOTT PILATES now offers a special package for the recently introduced V2 Max Plus Rehab Reformer. When organizations purchase this all-in-one machine, they'll receive four hours of free V2 Max Plus Programming Hosted Workshops per unit purchased, and a complimentary Mat Converter, Reformer Box, Platform Extender, Maple Poles and Extension Straps. The V2 Max Plus provides a multiplanar functional system for pilates training, and features height-adjustable pulleys on its vertical frame and variable direction of resistance. Older clients can work against very gentle tension and build incrementally as strength increases. Email [fullsolutions@stottpilates.com](mailto:fullsolutions@stottpilates.com) for full details.

## **Conductorcise workout comes to community settings**

Conductorcise, a new ICAA Preferred Vendor, offers "a *sound* workout for mind, body and soul." Maestro David Dworkin recently delivered this diverse and unique low-impact exercise program, with its music education twist, at The Woodlands at Ardsley retirement community in New York. And he will bring Conductorcise to the Burgess Hospital diabetic clinic in Kalamazoo, Michigan, on March 29, 2008. To learn more about the Conductorcise program, call 914-244-3803 or refer to [www.conductorcise.com](http://www.conductorcise.com).

## **ATSU partners on research to improve health of elders**

Faculty and students of A. T. Still University (ATSU) will work with Continuing Fitness to conduct research using equipment developed by the fitness company. The goal is to determine the most valuable methods of exercise training and rehabilitation to improve older-adult health and well-being. "ATSU is committed to the health and

well-being of our entire community, especially older adults," says Provost Craig M. Phelps, DO. "The University looks forward to working with Continuing Fitness to provide quality research for its equipment and protocols, so consumers may be better served ...." Visit [www.atsu.edu](http://www.atsu.edu) or call 877-469-2878, ext. 1, for information.



*Technogym's FLEXability line*

## **Technogym launches equipment for stretching**

FLEXability, new from Technogym, facilitates assisted stretching for increased functionality and measured improvement. This two-piece line allows fitness/wellness professionals to carry out initial and ongoing evaluations, assist users in proper stretching, and monitor improvement. The Anterior and Posterior pieces target lower body, core and back muscles to increase range of motion plus improve movement function and wellness. Each piece includes a timer to ensure clients hold stretches for an appropriate duration. Seats are accessible for those with limited mobility, and designed to accommodate various body types and levels of flexibility. Email [kkobayashi@technogymusa.com](mailto:kkobayashi@technogymusa.com) or call 800-804-0952, ext. 320, for details.

## **Med-Fit sponsors webinars**

Med-Fit Systems will provide a live three-hour educational webinar series free to practitioners. These webinars address the basics of balance medicine, and will include screening and demonstrations of ankle strategy exercise to improve balance. Author and speaker Wayne Westcott, PhD, will augment the balance segment by presenting an older-adult strength and cardio conditioning

# Preferred Vendors

protocol. The series begins in March 2008, with one session scheduled per month. Designated audience panelists will be able to interject about their experiences and results. Participants will receive a workbook by email detailing materials presented. Find out more by calling toll-free 800-831-7665 or emailing [medfit@aol.com](mailto:medfit@aol.com).

## Life Fitness enhances cardio options

Life Fitness combines form and function with the 95X Elliptical Cross-Trainer, which is part of the new Elevation Series and features the company's latest entertainment and motivational technologies. The 95X offers three console options: the Engage, Inspire and Achieve. The Engage console features a 15-in. LCD touch screen with integrated TV, while the Inspire console offers a 7-in. LCD touch screen. Both include seamless iPod integration; USB connectivity; a Virtual Trainer; and Workout Landscape Perspectives. The machine also includes naturally fluid motion, oversized pedals and easy start-up resistance. To learn more, visit [www.lifefitness.com](http://www.lifefitness.com) or call 800-634-8637.



SPRI's Kevin Kingston

## SPRI names head of commercial sales

SPRI Products has recently promoted Kevin Kingston, an account executive with the company's Retail Division, to director of commercial sales. Prior to SPRI, Kingston accumulated more than 15 years of experience in the fitness industry, with stints as commercial sales manager with Fitness Warehouse, direc-

tor of member services with HealthTrack Sports Wellness, and regional manager with Life Fitness. "Kevin's character, integrity, extensive product knowledge, and his high regard for customer satisfaction will make him a great addition to our commercial sales team," observes Herb Flentye, SPRI's president and CEO. Call 800-222-7774 or go to [www.spriproducts.com](http://www.spriproducts.com) for company information.

## Aquatic Trends recruits fitness industry veteran

Ken Germano, who has worked in fitness for nearly 30 years, has joined Aquatic Trends Inc. as a partner and CEO. Germano has experience in global markets, and in marketing, general management, new product design and manufacturing. At Aquatic Trends, he will promote the growth of the Aquatrend Water Workout Station in markets such as spas, medical and physical therapy centers, wellness centers, health clubs, residential complexes and developments, and nonprofits. Aquatrend add-on products are also in the works, as are plans to implement Aqua Plex Rehabilitation & Fitness Centers worldwide. For information, call 800-775-9588 or refer to [www.aquatictrends.com](http://www.aquatictrends.com).

## Sage Solutions announces change of address

Sage Solutions for Independent Living joined the ICAA Preferred Vendor Program late in 2007, appearing in the *ICAA Preferred Vendors Guide 2008*. Soon after, the company changed its mailing address to 110 Bearbrook Road, Unit 207, Ottawa, Ontario, Canada, K1B 5R2. Other contact details remain the same. Sage Solutions modifies commercial and residential properties for improved accessibility, and offers barrier free showers, assisted living bathtubs and bathroom safety products. Go to [www.sagesolutions.ca](http://www.sagesolutions.ca) or call 866-255-2228 for details.

## FreeMotion expands team in sales and R&D

FreeMotion Fitness has added several new hires on the sales and product sides of the business. Kevin Malanga spearheads sales efforts in the Mid-Atlantic region, while Joe Pritchett handles the Carolinas, Georgia, Alabama and Mississippi. Phil Vendetti heads up sales in Connecticut, Massachusetts, New Hampshire, Maine, Rhode Island, Vermont and parts of New York. And Chuck Jones leads sales in Ohio, Michigan and Indiana. Also joining FreeMotion are Art Jacobsen, senior vice president of product development and customer care, and Hank Carey, product line manager for cardiovascular products. Learn more by calling 877-363-8449. Or check out [www.freemotionfitness.com](http://www.freemotionfitness.com).



The EXO Chair, from Balanced Body

## Balanced Body presents easy pilates options

Balanced Body's new EXO Chair is economical in cost and floor space and offers a full-body pilates workout within a small physical footprint. This product is also ready right out of the box, lightweight, and easily carried and stacked by one person. To get organizations started quickly, Balanced Body provides affordable EXO Chair equipment/training combo packages. Training is modular, can be done on-site, and doesn't require pilates experience. Visit Balanced Body at [www.pilates.com](http://www.pilates.com) for details. ☺