



GolfGym PowerSwing Trainer

GolfGym's PowerSwing approved by golfers

GolfGym announces that PGA TOUR Partners Club members have tested the GolfGym PowerSwing Trainer and given the device a 94% approval rating. The patented PowerSwing Trainer is a training and conditioning tool designed to develop proper swing habits and build strength to add distance to a golfer's swing. Used by golfers, trainers, coaches and therapists for more than 18 years, the PowerSwing Trainer has a choice of three resistance levels and comes with a quick-start instructional DVD. ICAA members receive a 10% discount on all online GolfGym purchases by using promotional code ICAA07 at checkout. Visit www.golfgym.com or call 877-4 GOLFGYM for more details.

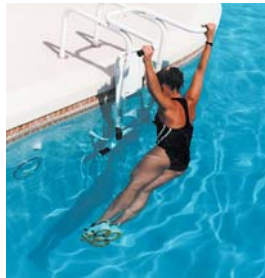


Judy Sener

Yoga for Golfers appoints new team member

Avid yogini and golfer Judy Sener has joined Katherine Roberts' Yoga for Golfers as director of education. Sener, a student in Roberts' first Yoga for Golfers teacher training class, is a certified kri-palu yoga instructor and Yoga for

Golfers teacher. The 62-year-old has devoted her "retirement" years to teaching kri-palu yoga and Yoga for Golfers classes to adult audiences of all ages, especially the active aging population. As a retired health and physical education teacher with a master's degree in education, she brings more than 35 years of classroom and coaching experience to her new position. To learn more about Yoga for Golfers, visit www.yogafor-golfers.com or call 888-313-9642.



Aquatrend Water Workout Station

Aquatic Trends releases programming guide

A printed version of Aquatic Trends' *Fitness Programming Guide* is now available to help those wanting to learn more about the Aquatrend Water Workout Station. The full-color guide, available in digital format for the past year, was written and edited by leading aquatic fitness professionals, and gives fitness and therapy professionals a basic program for their clients. To accompany the *Fitness Programming Guide*, Aquatic Trends has developed corresponding brochures and flyers, as well as an introductory DVD. The company is currently developing plans to create an instructional DVD. For details, call 800-775-9588 or visit www.aquatictrends.com.

Hydro-Fit offers ICAA member discount for instructor training

The Hydro-Fit Academy will conduct its first West Coast instructor training weekend from September 28–30 in Corvallis, Oregon. The upcoming event

provides professional development and training for aquatic health/fitness instructors, with a special focus on mature adult programming. This training is built upon small-group structure, use of Hydro-Fit's aquatic exercise equipment, and the guidance of the Academy's director and faculty, which includes international presenter Steph Toogood. Special rates are available to ICAA members. Individuals must phone in their registrations by September 15 and mention the ICAA discount (\$50 off the full registration fee). For information on Academy events and Hydro-Fit products, visit www.hydrofit.com or call 800-346-7295.

LifeTrail expands into UK parks

In the United Kingdom, councils in South Wales have purchased \$560,000 (£280,000) worth of Playworld Systems' LifeTrail wellness stations to support Climbing Higher, a Welsh Government Assembly initiative to increase physical activity. LifeTrail stations are designed to improve balance, muscle strength, flexibility and cardiovascular health. These stations will be placed along walking paths of well-known parks throughout the region, including Tredegar Park, Torfaen, Rhondda Cynon Taff, Merthyr Tydfil, Ceredigion, Bridg-bend Borough, Cardiff and Carmarthenshire. More information is available by visiting www.playworldsystems.com or by calling 800-233-8404.

Age Dynamics' clients break ground on two centers

Consulting firm Age Dynamics recently developed the wellness programs for two development projects. On March 27, Elim Park of Cheshire, Connecticut, broke ground for a new \$6.5-million wellness center, chapel, and performing arts center. And on May 23, a large crowd participated in ceremonies for a new \$3.5-million construction project to add a 29,000-sq.-ft. Strength

Restoration and Rehabilitation Center to Galeon Retirement Community in Osakis, Minnesota. Age Dynamics worked with architects on both projects to guide space allocation and layout. The firm also made equipment recommendations. For assistance with wellness programming or the design of a new wellness facility, contact Age Dynamics at 800-929-2719, or go to www.agedynamics.com.



Matrix H5X Hybrid Cycle

Hybrid cycle debuts from Matrix Fitness

New from Matrix Fitness, the H5X Hybrid Cycle combines both upright and recumbent cycling. The new Matrix machine features a wide, comfortable command seating position with recumbent-style features, such as back pads and moveable armrests for added support and stability. A step-through frame allows standing access to the seat for upright entry, while the U-shaped pivot handle provides simple position adjustment. The H5X console features large, easy-to-read buttons; comfortable hand grips; and intuitive functions that can be operated by first-time users within seconds. The product is a hybrid of form and function, with 25 levels of resistance that can accommodate all skill levels. Refer to www.matrixfitness.com or call 866-693-4863 for further details.

SPRI facilitates weight use by older adults

SPRI Products, a new ICAA Preferred Vendor, offers neoprene-covered Mini Contour-Weights that make weight use easier for older adults. Soft, flexible and

weighted, these dumbbell-style tubes are six-to-nine inches in length and conform to hands, providing a suitable grip for upper-body resistance rehabilitation and walking activities. Comfortably secure, stretch-elastic hand straps eliminate overgripping and hand fatigue. In addition, the wider grip and ergonomic design of these weights assists those with weak wrists, hands and forearms. Available in one to five pounds, SPRI's Mini Contour-Weights may also be used for added lower-body resistance while performing exercises such as squats and lunges. Visit www.spriproducts.com or call 800-222-7774 for more information.



Technogym's Active Wellness TV

TV feature introduced in Technogym cardio line

Technogym's Excite cardiovascular equipment now includes Active Wellness TV. This new feature integrates technology, motivation and equipment functionality for a nonintimidating and enjoyable cardiovascular experience. The TV, an easy-to-use touch screen LCD, adapts to workout preferences based on user types and quickly orients users to the desired workout and entertainment selection. Active Wellness TV integrates with iPods, and users can play videos, select play lists and control volume through the touch screen. This feature is also compatible with other entertainment devices, including the MS ZUNE and Creative Zen. For more details, call 800-804-0952, ext. 320, or visit www.technogymusa.com.



A new elliptical trainer from Vision Fitness

Vision Fitness unveils elliptical machines

Vision Fitness has revealed its Incline Elliptical trainers. These machines feature adjustable incline ramps that allow users to simulate hills, increase intensity, and target different muscle groups with the touch of a button. Other features include easy-to-read displays with large arrow keys for easy incline and intensity adjustments, a large profile display that graphically illustrates a workout, dual-action arms to keep users in a proper upright position, and a long, natural stride length to ensure a comfortable workout. Call 800-335-4348 or go to www.visionfitness.com for additional information.

Nomination period closes for NuStep awards

As we go to press, the 10th annual NuStep Pinnacle Award competition is set to close at the end of August. NuStep will announce the winners at the Athletic Business/ICAA Conference in Orlando, Florida, this fall. The Pinnacle Award recognizes excellence in older-adult wellness programs and commitment to the six dimensions of wellness, and winners are chosen in two categories: Wellness/Fitness Centers and Senior Housing Wellness Centers. The winner in each category receives a NuStep TRS 4000 Recumbent Cross Trainer. Award information is available online at www.nustep.com/inside/pinnacle.html, or from Valencia Johnson, Pinnacle coordinator, at 800-322-2209, ext. 105. ☺