



*Technogym's Excite Recline cycle*

## Technogym offers new versions of Excite cycles

Technogym has redesigned its Excite Bike and Excite Recline machines to optimize comfort and performance across a wider member base. Some Bike design improvements include: wider pedals and adjustable straps; three different cycling positions on the handlebar; a saddle with gel inserts, and built-in seat adjustment underneath the saddle. The Recline features a wide step-through design, low stepover height, and secure handlebar display for accessible entry and exit; adjustable back pad for users of all sizes; and larger pedals and adjustable pedal straps. For information, visit [www.technogymusa.com](http://www.technogymusa.com) or call 800-804-0952, ext. 320.

## Brookdale introduces Movement is Medicine

Brookdale Senior Living has launched Movement is Medicine. Part of its Optimum Life wellness culture, this year-long initiative is designed to educate older adults about the American College of Sports Medicine/American Heart Association physical activity guidelines and to motivate them to get moving. Optimum Life Medical Director Kevin W. O'Neil, MD, FACP, is promoting the initiative nationally. O'Neil is also educating healthcare professionals about the use of the six dimensions of wellness to evaluate older adults, and stressing that exercise should be part of discussions about health. To learn more, go to [www.brookdaleliving.com](http://www.brookdaleliving.com) or call 866-785-9025.

## SCIFIT launches new website

The SCIFIT website has a new look. Featuring the company's full line of commercial cardio equipment, the newly refreshed site is designed to help users decide which products, features, benefits and accessories are best suited for their facilities and clientele. The site separates fitness and medical sections, making it easier for visitors to find equipment for their respective markets. Users can toggle between the fitness and medical sections with a single click at the top right of any page. Visit the new site at [www.scifit.com](http://www.scifit.com). Or call 800-278-3933 for product information.



*David Dworkin leads a Conductorcise workout outdoors for a taping of NBC's "Today Show"*

## Conductorcise gains momentum

David Dworkin's Conductorcise—a *sound* workout for mind, body and soul—recently enjoyed national exposure in various media. The low-impact exercise program with a music education component is featured on EverWell TV, which runs in physicians' waiting rooms. NBC's "Today Show" also did a segment on the program, in which host Perri Peltz joined Dworkin to talk about how he combined his passion and music into this innovative workout. Conductorcise was also featured in a New Jersey Network (NJN) TV segment and in an article in the *Newark Star-Ledger* newspaper on June 3, 2008. For program details, see [www.conductorcise.com](http://www.conductorcise.com), or call 914-244-3803.

## STOTT PILATES reaches milestone anniversary

STOTT PILATES is celebrating 20 years of providing programming options for all ages and life stages. The company has produced more than 120 award-winning DVDs, including content aimed at the active-aging market, such as *Armchair Pilates*, *Be Kind to Your Spine*, *Pain-Free Posture*, and *Relaxation and Revive*. The DVDs, along with complementary light equipment such as exercise bands and mats, facilitate the incorporation of pilates techniques into daily life for mature exercisers. For more information on the company's titles, refer to [www.stottpilates.com](http://www.stottpilates.com) or call 800-910-0001.



*BODYVIVE 'smart cards' from Les Mills*

## New Les Mills resources help instructors tailor exercises

As part of its commitment to providing safe and effective group exercise options to 50-plus gym goers, Les Mills International has released a series of "smart cards" that provide BODYVIVE instructors with information about some health issues they may encounter among class participants. The resources, which are available free to Les Mills BODYVIVE licensees, were developed in consultation with various experts in older-adult fitness. Topics include such conditions as hypertension, lower back pain, menopause and osteoporosis. To learn more, visit [www.lesmills.com](http://www.lesmills.com) or contact Julie Riker, Les Mills Centralized Services, at 949-310-8708.

# Preferred Vendors



*Playworld's new COO, Steven Malriat*

## **Playworld names new COO**

Steven Malriat has been promoted to chief operating officer for Playworld Systems, manufacturer of the LifeTrail. In his new role, Malriat will be responsible for directing, planning and coordinating all operating activities within the company. Previously, he served as the company's chief financial officer.

"Steve has been an instrumental part of our company since the day he arrived," says Matt Miller, president of Playworld Systems. "He is a highly qualified member of the management team and will certainly help us strategically manage our opportunities and challenges." For company information, call 800-233-8404 or go to [www.playworldsystems.com](http://www.playworldsystems.com).

## **Human Kinetics provides new CPR/AED certification courses for professionals**

Publisher Human Kinetics has teamed with the American Safety and Health Institute to offer CPR/AED certification options for fitness professionals. The programs combine online self-study with instructor-led training and competency assessment. The Complete Emergency Care course is for physical activity professionals and volunteers, while Emergency Care for Aquatic Personnel provides the same baseline curriculum for situations faced by lifeguards and other aquatic personnel. To learn more, refer to [www.humankinetics.com](http://www.humankinetics.com) or call 800-747-4457. [Ed. See the International Council on Active Aging Conference brochure in this issue for details of Complete Emergency Care workshops.]

## **Life Fitness honored for excellence in design**

Products from the new Life Fitness Elevation Series recently won awards in *Appliance Design* magazine's 21<sup>st</sup> Annual Excellence in Design Competition. Recognized for their innovative design were the Elevation 95T Treadmill and 95X Cross-Trainer, which received silver awards. These commercial machines deliver a lineup of features to engage both body and mind, with sleek industrial design blending with state-of-the-art features such as integrated LCD touch screens, iPod compatibility, USB connectivity and a virtual trainer. The company's new X7 Elliptical Cross-Trainer for the home also garnered an award. For product details, call 800-634-8637 or go to [www.lifefitness.com](http://www.lifefitness.com).



*NSPF's new publication*

## **NSPF releases book on hot-water immersion**

New from the National Swimming Pool Foundation, the recently published book *Hot Water & Healthy Living* helps consumers understand current scientific knowledge about the health benefits that result from immersion in hot water. This 36-page publication is written by Jonathan B. ("J.B.") Smith, EdD, an associate professor at Indiana University of Pennsylvania. Based on interviews with scientists as well as the literature, the book explains how hot-water immersion can help heal injuries, exercise the heart and improve mental health. A percentage of revenue from book sales will fund additional health benefit research. Visit [www.hotwaterbook.org](http://www.hotwaterbook.org) for more information.



*Diane Doster, of Sodexho Senior Services*

## **Sodexho welcomes wellness expert as director**

Sodexho Senior Services, which provides quality of life services for retirement communities, has appointed Diane Doster as director of quality of life services for its wellness program, HealthAbility. A leader in providing wellness expertise and support in the retirement living industry, Doster has been involved in the fitness and wellness industry for 20 years, working both on the clinical side and in commercial fitness. She has a master's degree from the University of Oregon in exercise science/management. To learn more about HealthAbility, call 800-969-7696 or see [www.healthabilitywellness.com](http://www.healthabilitywellness.com).

## **Hawaiian spa upgrades with Precor equipment**

Spa Grande, located within the Grand Wailea Resort Hotel and Spa in Hawaii, now features club-quality Precor cardio and strength equipment and entertainment systems. Core training, balance equipment, spin bikes and stretching accessories round out the half-million-dollar fitness center's exercise offerings.

"Spa guests and travelers view vitality, health and wellness in a holistic way, with fitness playing a central role," says Jeff Kohl, who leads Precor's hospitality and vertical market sales. The new center "raises the fitness experience to meet Spa Grande's long standard of excellence." For equipment information, view [www.precor.com](http://www.precor.com) or call 800-786-8404. ☞