

News from ICAA Preferred Vendors



MERIT offers a Meet Your Neighbor cruise

MERIT sponsors cruise

This fall MERIT Property Management will host a seven-day Meet Your Neighbor cruise for active adults aboard the Royal Caribbean liner Mariner of the Seas. Participants will sail from Long Beach, California, on October 24, 2010, and stop at Cabo San Lucas, Mazatlan and Puerto Vallarta along the Mexican Rivera. Activities onboard will include private dance lessons, a private cocktail event where participants can mingle, a shipboard credit and a "Passport" coupon book valued at \$400. Contact MERIT Vice President of Active Adults Scott Hysler at 949-448-6023 or email shysler@meritpm.com for more details.

CogniFit's US headquarters opens in NYC

CogniFit, Inc., has located its new United States headquarters in New York City to help the company provide improved customer service to US businesses and individuals. Nathanael Eisenberg, a member of the CogniFit Board of Directors, will oversee office operations. Also, the company has partnered with the Mental Health Association of Rockland County, New York, which aims to maintain mental well-being through community outreach. Together, the organizations are bringing educational programs and facilities to residents to encourage them to take part in cognitive training. For CogniFit information, see www.cognifit.com.

Morrison makes magazine's list of top organizations

Training magazine recently named Morrison Management Specialists to its Top 125 for 2010, a list that includes Fortune 500 companies and leading businesses from many different industries. Every year *Training* selects companies that excel in the training of their employees. For 2010, Morrison was the only contract food service company to be recognized. According to a *Training* spokesperson, the Top 125 companies "not only provided stellar training in the face of continued economic adversity, but detailed their efforts in our most comprehensive and rigorous application to date." Learn more about Morrison at www.iammorrison.com.



The pink CYBEX 750T treadmill

CYBEX raises funds for breast cancer research

Cybox International, Inc., has partnered with the Kay Yow/WBCA [Women's Basketball Coaches Association] Cancer Fund on Miles4Kay, an initiative to raise funds for scientific research on women's cancers. A university basketball coach and WBCA past president, Kay Yow passed away in 2009 after her third bout with the disease. Miles4Kay, launched in April 2010, will see CYBEX donate \$500 to the cancer fund for each custom-made pink treadmill purchased by members of the women's basketball community. CYBEX will also donate \$0.10 for every

mile logged on the equipment during February 2011. Information is available at www.cyboxintl.com/promotions/kayyow.

Iron Grip and Les Mills enter into licensing agreement

Iron Grip recently granted group fitness provider Les Mills the right to sell weight plates featuring two handgrips under US Patent 5,137,502. These plates will be offered as a component of Les Mills' BODYPUMP equipment sets, and give class participants access to the full range of choreography featured in the Les Mills quarterly release kits. "We are looking forward to strengthening our partnership with [Les Mills]," says Michael Rojas, president of Iron Grip, "and to working closely with Les Mills on future opportunities." For Iron Grip product details, go to www.irongrip.com.

Conductorcise goes on tour

Earlier this year, David Dworkin's Conductorcise, A *Sound* Workout for Mind, Body and Soul, brought its "joyous physical exercise" and certification program to Somerby at St. Vincent's One Nineteen, a retirement community in Hoover, Alabama. The class helped to launch the Masterpiece Living wellness initiative in the community. Conductorcise also participated in a tour of the Oregon Coast for Spectrum Retirement Communities, and in the National Senior Health and Fitness Day event at The Jefferson, a Sunrise Senior Living community in Arlington, Virginia. Find out more about Conductorcise at www.conductorcise.com.

Perform Better adds Versus suspension trainer

New to Perform Better's 2010 catalog, the Versus suspension trainer enables users to perform unilateral or bilateral strength movements, alone or with a

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partner, by attaching the device to a horizontal or vertical support. Versus is designed to develop strength, power, full body integration and core stabilization using body weight as resistance. The product includes an explanatory DVD and printed instructions. For information on the Versus suspension trainer and other Perform Better products, go to www.performbetter.com or call toll-free 800-556-7464 for a free catalog.



Thera-Band FlexBars

Performance Health/Hygenic expands FlexBar options

New from Performance Health/Hygenic Corporation, the Thera-Band FlexBar Yellow Resistance supports upper-extremity rehabilitation and stabilization training. The flexible resistance device has a ridged surface to help ensure a secure grip during use and comes in four progressive resistances. The new product is the extra-light resistance option for beginning rehabilitation patients and older adults, among others. "With the addition of this product, hands-on healthcare professionals have a broader range of options to match to their specific patient's needs," states Phil Page, PhD, PT, Thera-Band Academy's director of research and education. To learn more, check out the Thera-Band Academy website at www.thera-bandacademy.com.

New Precor facility earns LEED certification

Precor's recently opened strength facility in Guilford County, North Carolina, has earned LEED CI [Commercial Interiors] Gold Certification from the US Green

Building Council. Leadership in Energy and Efficient Design (LEED) certifies green interiors that promote healthy, productive workplaces; are less costly to operate and maintain; and have a reduced environmental footprint. Steps Precor took to achieve gold certification included, among others, using low-flow fixtures to reduce water consumption, high-efficiency heating and cooling units, and installing mostly Energy Star equipment and appliances. For more about Precor, refer to www.precor.com.

Masterpiece Living finds increased well-being with age

An analysis of Masterpiece Living's database on aging shows that the physical, spiritual, intellectual and social well-being of older adults living in retirement communities improves steadily with age. The analysis compared baseline measurements in these areas to annual reassessments from 2001 to the present. Participants, whose baseline average age was 83.5 years, improved over time in areas such as volunteerism, giving and receiving social support, social engagement, participation in group and individual intellectual activity, computer use, strength and aerobic training, participation in spiritual activities, overall life satisfaction and worries. Learn more about Masterpiece Living at www.mymasterpieceliving.com.



Exerstrider Prevention Pink OS2 Poles

Exerstrider launches disease prevention project

In December 2009, Exerstrider employee Susan "Suey" Starczynski lost her battle with breast cancer. Starczynski, who was first diagnosed with the disease in 1997, had been a breast cancer "survivor" for six years when she joined Exerstrider. To honor her memory and increase awareness of the disease-preventing power of regular moderate physical

activity, the company has launched the Suey Starczynski Prevention Project, which includes pink Exerstrider poles with a special label touting exercise benefits. For every pair of poles sold, the company will donate \$5 to programs that promote physical activity and preventive health education. See www.exerstrider.com for details.



TRUE Fitness cardio equipment includes touch-screen technology with embedded personal entertainment

TRUE Fitness reveals new cardio lineup

TRUE Fitness has announced the release of its newest cardio lineup, which includes touch-screen technology with embedded personal entertainment. This new integrated technology on the company's treadmills, ellipticals, and bikes allows users to work out while watching television or listening to an iPod. TRUE Fitness also announced the integration of new Pace Setter workouts on ellipticals and bikes. Along with the TRUE mix3 total-body workout on ellipticals, these programs aim to add more workout variety and give users a more complete fitness routine. Visit www.truefitness.com or call 800-426-6570 for TRUE product information. 