



One of Precor's new Experience Strength C-Line models

Precor augments Experience Strength equipment lines

Precor has added two lines in the Experience Strength series of selectorized strength equipment. Experience Strength C-Line, a premium line for heavy use, is being launched with 12 models. Upper-body choices include bicep curl, tricep extension, chest press, shoulder press, lat pulldown, seated row and rear delt/pec fly. Lower-body models include leg extension, seated leg curl, and leg press. Abdominal and back extension machines target core muscles. Experience Strength S-Line, a turnkey conditioning circuit designed for economy of space and ease of use, features similar workout options. Go to www.precor.com or call Precor toll-free at 800-786-8404 for information.

Life Fitness equips resort, announces partnership

Life Fitness served as advisor and equipment provider for a new fitness center at Fitness Ridge Resort and Spa in St. George, Utah. The center includes a full line of Life Fitness Signature Series strength equipment, along with treadmills, elliptical cross-trainers and Lifecycle Exercise Bikes. The spa now intends to double its workout space with more Life Fitness equipment.

In other news, Life Fitness announced a partnership with headphone experts Koss to create Life Fitness by Koss Earbuds.

This product aims to enhance the music and video content on Life Fitness equipment. For further information, call Life Fitness toll-free at 800-527-6062 or log on to www.lifefitness.com.

Programming secrets shared in new Human Kinetics courses

Human Kinetics has introduced *Managing Physical Activity Programs for Older Adults*, a new series of online courses for fitness professionals. In the first course, Jennifer Mayer, an expert in health and fitness programming, shows how to design, implement and manage physical activity programs for a variety of people, ranging from fit to frail. The second course addresses the five secrets to staffing: recruitment, selection, orientation and training, accountability, and retention. To learn more about this educational series or any other online courses, refer to www.hkeducationcenter.com or call Human Kinetics toll-free at 800-747-4457.



WAVE and SpineSmith representatives celebrate their new partnership

WAVE partners with biotech company

WAVE has entered into an exclusive national and global distribution agreement with SpineSmith Partners LP, an orthopedic biotech company based in Austin, Texas. SpineSmith gains the exclusive rights to sell WAVE's presurgical vibration conditioning technology—introducing the approach to the orthopedic and neurological marketplace. “This is all about creating the best healing environment ...,” says Kevin Dunworth,

SpineSmith founder. “The most recent scientific literature indicates an upregulation of stem cells, hormones and growth factors when a patient undergoes vigorous exercise. We believe the upregulation of stem cells will stimulate better surgical outcomes.” For WAVE information, call toll-free 866-420-7546 or visit www.wavexercise.com.

NSPF schedules instructor training workshop

The National Swimming Pool Foundation (NSPF) will offer an NSPF Instructor Class in San José, Costa Rica, February 25–27, 2009. English and Spanish speakers from Central America, South America, Mexico, Spain, the Caribbean and the United States can participate in training at this location. Those who successfully complete the instructor class gain access to all NSPF products at discounted prices and can teach all NSPF courses. Individuals who have not yet achieved Certified Pool/Spa Operator (CPO) certification, a prerequisite, may contact NSPF for details on how to become certified. For details about the NSPF Instructor Program or this workshop, call NSPF 719-540-9119 or see www.nspf.com/instructor.html.

Classic Residence celebrates CCRC's grand opening

Classic Residence by Hyatt held a grand opening in October for its newest continuing care retirement community, a \$150-million, 23.5-acre development in Highlands Ranch, Colorado. Located south of Denver, the Highlands Ranch community boasts a full range of services and amenities, including a 24-hour concierge, a fully equipped fitness center, executive chef-prepared meals, and many social, educational and cultural opportunities. Residents are also in close proximity to two medical centers, the airport, the Rocky Mountains, and more than 80 miles of walking trails for outdoor enthusiasts. Information about Classic Residence by Hyatt is available at www.hyattclassic.com.

Preferred Vendors



Age Dynamics' new certification seals

Age Dynamics introduces certifications

Age Dynamics Inc. (ADI) recently announced the availability of certifications for its clients' wellness programs and centers. The Age Dynamics Heritage Wellness Program designation certifies that a retirement community's wellness program was originally developed and implemented by ADI. Communities that can demonstrate their programs continue to meet ADI's outcome standards are eligible for a two-year Age Dynamics Certified Wellness Program designation. Finally, the Age Dynamics Certified Wellness Center designation is available to communities that engaged ADI to help them design user-friendly facilities for mature populations. To learn more, contact Age Dynamics toll-free at 800-929-2719, or go to www.agedynamics.com.

Technogym expands Kinesis offerings

Technogym's Kinesis—equipment that allows free and natural movement—takes on a new dimension with new equipment configurations and training programs from the manufacturer. These include:

- Kinesis Circuit, which allows users to move between four different modules in a group training session
- Kinesis Class, a group program that

enables any number of connected Omega modules, which feature all the movement possibilities available in the four unique Circuit modules. This allows group members to perform the same movement at the same time

- Kinesis One, a stand-alone workout station offering all Kinesis movement possibilities in a smaller footprint

View www.technogym.com for details, or call Technogym toll-free at 800-804-0952.

Matrix integrated into new Johnson Health Tech entity

Johnson Health Tech, Co. Ltd., has merged Matrix and its other US subsidiaries—Horizon, Vision, and Johnson Health Tech Research & Development—into a single fitness equipment company. Chris Clawson, former Matrix president, was named CEO and president of the newly formed Johnson Health Tech North America, Inc. The merger, says Clawson, “enables us to streamline the organization to better leverage our existing resources and improve product distribution through shared warehousing.” The company anticipates improvements in the ability to meet customer needs, organizational efficiency and cost savings. For Matrix product details, call toll-free 866-693-4863 ext. 1322 or refer to www.matrixfitness.com.



Les Mills' BODYVIVE group exercise class

Les Mills emphasizes community spirit

Creating a fun, supportive social environment is a key goal of BODYVIVE, a

low-impact group-exercise program from Les Mills International Limited. With that goal in mind, the company has published *Winning with BODYVIVE: A Step-by-Step Guide to Creating Success* to help facilities make the most of the program's community-building potential. The guide is available at no charge to BODYVIVE licensees, and includes:

- case studies showing how facilities succeed with BODYVIVE
- advice on targeting the program to particular groups
- information on recruiting the right instructors
- suggestions on how to launch BODYVIVE in a facility, and keep momentum
- other tools and resources to aid success

For program details, visit Les Mills online at www.lesmills.com.



The Stirrup Ankle Anchor, from OPTP

OPTP unveils resistance exercise accessory

New from Orthopedic Physical Therapy Products (OPTP), the Stirrup Ankle Anchor facilitates effective lower-extremity strengthening with resistance tubing. This exercise accessory permits functional strengthening, balance and proprioception exercises to be performed in multiple positions, including standing, sitting, supine and sidelying. Included with the ankle anchor are a door anchor and two resistance tubes of different weights, which may be used individually or together. To learn more about this product or for a free catalog, call OPTP toll-free at 800-367-7393 or see www.optp.com.