



YogaStretch, from SilverSneakers

Two programs unveiled by SilverSneakers

Healthways' SilverSneakers Fitness Program introduces YogaStretch and SilverSplash, two new ways for older adults to add variety to their exercise routines. YogaStretch physically and mentally engages individuals with a variety of yoga postures and breathing exercises. Using a chair for support, participants work at their own pace to build flexibility and endurance, while learning to relax and think more clearly. The SilverSplash water fitness class uses the physical properties of water to help older adults increase their agility, range of movement, and cardiovascular conditioning. To learn more about the SilverSneakers Fitness Program, visit www.silversneakers.com.

Baxter Fitness Systems makes its debut

Medical Exercise Specialist Andy Baxter has launched Baxter Fitness Systems in response to an increasing demand for exercise programs in the medical, therapeutic and retirement facility sectors. Baxter, a senior personal trainer for 20 years, has spent the last 10 years fine-tuning his patent-pending system. Using closed chain, compound movements and bidirectional resistance, this fitness system offers its users a safe, comprehensive workout to improve aerobic endurance, range of motion, and functional strength. Says Baxter, "There is also significant neuromuscular facilitation, which has a positive impact on everything from Alzheimer's, Parkinson's and stroke, to fall prevention and motor

skills in joint replacement therapy." For information, log on to www.baxterfitnesssystems.com.



SPRI's Braided Tubing

SPRI releases new product

SPRI's new rubber resistance exercise product, patented Braided Tubing, consists of four tubes braided together for use as a full-body workout tool. The lightweight and portable tubing accommodates active older adults, allowing for easy transport between home, the gym and the outdoors. These tubing bands can be wrapped around a stationary object or the body to create a high-resistance tool for strengthening workouts. The Braided Tubing comes in a variety of styles and resistance levels. Visit www.spriproducts.com or call 800-222-7774 for details.

Nautilus CEO resigns

Gregg Hammann recently stepped down as president and CEO of Nautilus, resigning his seat on the company's board as well. Robert Falcone, the current lead independent director of Nautilus, is serving as chairman, president and CEO while the Vancouver, Washington-based company searches for a new leader. "On behalf of the board of directors, we want to thank Gregg for the hard work and dedication that he has shown Nautilus over the past four years," says Falcone. "Under his leadership, [Nautilus] has meaningfully improved its operations and positioned the company as the premier fitness equipment company in the world." For Nautilus product information, refer to www.nautilus.com or call 800-NAUTILUS.

Star Trac to distribute new strength-training system

Star Trac has signed an exclusive agreement with Koko Fitness, Inc., for worldwide distribution of the Koko Smartrainer, a computerized strength-training system. Targeting a broad spectrum of users, the Smartrainer combines personal training, coaching, personalization, and strength training in one compact machine. The user-friendly unit boasts a menu of customizable 30-minute programs. Each multiweek program incorporates a selection from the more than 75 exercises on the Smartrainer—from simple, fixed-plane to more advanced, functional movements. To learn more about the Smartrainer, call Star Trac at 800-228-6635 or go to www.startrac.com.



Judy Sener, of Yoga For Golfers

Yoga for Golfers certifies new trainers

At press time, Katherine Roberts, founder and president of Yoga for Golfers, was scheduled to instruct Yoga for Golfers (YFG) Teacher Certification Training in Scottsdale, Arizona, from November 8 to 11. YFG training is open to PGA and LPGA professionals, yoga and fitness instructors, and health practitioners. Certified YFG instructors offer services and instruction that follow the fundamental teachings and concepts Roberts presents in her book, video and DVD products. "The uniqueness of our program is that it is user-friendly for all levels of fitness and abilities," says YFG Director of Education Judy Sener. To learn more about YFG training, go to

www.yogaforgolfers.com or email katherine@yogaforgolfers.com.



GolfGym's Ken Pierce

GolfGym president receives new certification

Ken Pierce, president of GolfGym, recently completed the Titleist Performance Institute's Certified Golf Fitness Instructor Certification program. As a Titleist Certified Instructor, he can now perform the same physical assessment that Titleist uses on professional golfers. Pierce will incorporate these assessments into his Golf Fitness Made Simple clinics. These clinics focus on game improvement by making participants more "golf fit" and increasing flexible power by using GolfGym products and positive motivation. For more details or to subscribe to the free GolfGym newsletter, log on www.golfgym.com. ICAA members receive a 10% discount on all purchases. Use promo code ICAA07 at checkout.

Online master's program offered by A. T. Still University

A. T. Still University has launched an online Master of Science in Human Movement program. In spring 2008, the Mesa, Arizona, university will launch the Geriatric Exercise Science specialization track within the program. Participants will learn about the physical and psychosocial dimensions of aging, exercise prescription and programming for older

adults, and motivational strategies to help older adults adopt healthy lifestyles. The track can be taken as part of the master's program or as a certificate program, consisting of four courses delivered in a distance education format. For information, visit www.atsu.edu/online_programs/index.htm or call toll-free 877-469-2878, ext. 1.

FreeMotion reveals an array of team changes

FreeMotion Fitness has promoted several key employees and hired new team members. Brian Longuevan is now vice president of North American sales. Replacing Longuevan as director of western US sales is Alex Martinez, formerly territory manager for Texas and Louisiana. Mike Jeffrey, formerly territory manager for the central eastern states, joins National Accounts as the key account manager. And newly assigned territory managers are Mike Quinn in Canada and Mike Pasquale for Texas and Louisiana. FreeMotion has also entered the specialty fitness market, naming Pat McGinnis as director of specialty fitness sales. For more FreeMotion information, check out www.freemotionfitness.com or call 877-363-8449.



The new Les Mills program, BODYVIVE

Growth in BODYVIVE licenses, reports Les Mills

More than 1,000 fitness clubs have licensed the BODYVIVE group exercise program for Baby Boomers, launched by Les Mills at the IHRSA show in March 2007. By the end of August, Les Mills had issued 1,047 licenses—236 in the

Netherlands, 160 in the United States, 151 in France, 149 in Germany, and 143 in Australia. "Instructors recognize the increasing opportunity being presented by the aging population and the value of the additional skills they acquire through training in BODYVIVE," says Maureen Baker, Les Mills training director and BODYVIVE head trainer. Find out more details about BODYVIVE at www.lesmills.com.

BidetSpa approved for Disabled American Veterans

CleanButt's BidetSpa has been selected and approved by the US Department of Veterans Affairs as a product that can help improve quality of life for Disabled American Veterans. The electronic toilet seat allows clients with limited mobility or physical challenges to use the bathroom without assistance. It provides a gentle stream of warm, aerated water for feminine and posterior washes, and an adjustable warm air dryer. Other features include four seat temperatures, an automatic deodorizer, and a soft-close seat and lid. To learn more, call 866-460-2888, or visit www.cleanbutt.com.

Precor wins award

Fitness Management's annual Nova7 "Readers Choice" awards recently recognized Precor as best cardio equipment supplier to the international fitness industry. Precor also won best product of the year for its Adaptive Motion Trainer (AMT), which lets users naturally adjust their stride length and motion—without pushing buttons or changing settings. "In most fitness facilities, cardio is the most popular equipment and the first choice for people seeking results that range from long-term health to just feeling and looking great," says Paul Byrne, president of Precor. "We're proud to be recognized in such a key aspect of fitness." Refer to www.precor.com or call 800-786-8404 for information about Precor equipment. ☺