



*Concept2's Model E Indoor Rower*

## Technology-based rowing workouts provided through Concept2 partnerships

Concept2 has partnered with several companies to bring technology-based fitness products to users, including:

- iROW, a fitness product from iTRAIN that allows users to download indoor rowing workouts onto any MP3 player
- Performance Max (PMAX), which delivers 30–60 minute MP3-based programs with a coaching narrative and music to guide users through rowing sessions
- Flexibility for Athletes, which brings yoga and rowing together in a video podcast incorporating breathing, yoga and meditation/relaxation techniques
- RowPro, by Digital Rowing Inc., which offers training aids and scenic animation, as well as virtual on-water racing, technique, and stroke-by-stroke feedback.

For additional product information, visit [www.concept2cts.com/programming](http://www.concept2cts.com/programming) or call toll-free 877-887-8014.

## ADI-designed wellness programs and centers launch

Age Dynamics Inc. (ADI) recently announced the launch of a new ADI-designed wellness program at Claridge Court, Prairie Village, Kansas. The consulting firm also highlighted the opening of a 12,000-sq.-ft. wellness center at Elim Park, Cheshire, Connecticut; and a 15,000-sq.-ft. strength and rehabilitation center at Galeon Retirement Community in Osakis, Minnesota. ADI assisted with

the design of both facilities, and is doing similar layouts for wellness centers at Churchill Residential, Dallas, Texas; Moorings Park, Naples, Florida; Rockwood Retirement Communities, Spokane, Washington; and Trillium Woods, Plymouth, Minnesota. For assistance with wellness programming, facility design or program management, call toll-free 800-929-2719, or refer to [www.agedynamics.com](http://www.agedynamics.com).



*STOTT PILATES hosted the world's largest pilates class in August. Photo: Sven Frenzel, [svenfrenzel.com](http://svenfrenzel.com)*

## STOTT succeeds with world record attempt

STOTT PILATES and Can-Fit-Pro announced a successful Guinness World Record attempt for the largest pilates class, following a workout that served as the grand finale of the Can-Fit-Pro Consumer Fitness and Wellness Show in Toronto, Canada, on August 16. A total of 623 fitness enthusiasts participated in a half-hour workout led by Moira Merrithew, cofounder and executive director of education at STOTT PILATES. "Beyond achieving an unofficial world record, this class was also a powerful demonstration of mind-body fitness as a growing part of people's exercise interests," says Lindsay G. Merrithew, the company's president and CEO. For details on STOTT PILATES equipment, call toll-free 800-910-0001 or see [www.stottpilates.com](http://www.stottpilates.com).

## Conductorcise helps New Yorkers go 'green'

Maestro David Dworkin's Conductorcise—A SOUND Workout for Mind, Body and Soul—hit the pavements on August 9, 16 and 23, when New York City closed Park Avenue to cars, trucks

and buses as part of its Summer Streets program. Part bike tour, part block party, Summer Streets encourages New Yorkers to use more sustainable forms of transportation. Conductorcise, which was included in this greening initiative, was among the exercise programs highlighted by the city. Dworkin recently brought Conductorcise programs to Illinois, Florida and New Jersey as well. Learn more about the Conductorcise program by going to [www.conductorcise.com](http://www.conductorcise.com). Or call 914-244-3803.



*Technogym's new EXCITE bike*

## Technogym to supply new retirement community

Technogym USA will supply fitness equipment for ERA Living/Aljoya's newly opened Aljoya Mercer Island community in Washington State, as well as future ERA Living/Aljoya communities. The Mercer Island facility offers a fitness room that includes cardio, strength and movement-based exercise equipment with features designed for active adults. "We are thrilled to work with ERA Living on the new Aljoya Mercer Island project and future projects as they unfold," comments Rick Knight, Technogym's regional sales developer. "Technogym and ERA Living are well matched in our wellness initiatives and long-term objectives." For product information, visit [www.technogymusa.com](http://www.technogymusa.com). Or call toll-free 800-804-0952, ext. 320.

## NSPF highlights aquatics benefits, launches website for Spanish audiences

Wellness trainers and athletic coaches learned how to enhance their businesses

# Preferred Vendors

and attract new clients at a recent preconference symposium sponsored by the National Swimming Pool Foundation (NSPF), held in conjunction with the 15<sup>th</sup> Annual World Aquatic Health Conference in October. Hosted by the Aquatic Exercise Association and USA Swimming, the symposium stressed how clients can become stronger and live healthier, mobile lives by incorporating an aquatic component into their wellness regimen. Also as part of its efforts to educate the public, NSPF has published a Spanish version of its website at [www.nspf.org/espanol](http://www.nspf.org/espanol). The site creates easy access to information and training for Spanish speakers in the US and elsewhere. See [www.nspf.org](http://www.nspf.org) for more information about NSPF. Or call 719-540-9119.



*The Senior SmartZone, from HUR*

## HUR unveils new training system for elders

Hur Health and Fitness Equipment has introduced Senior SmartZone, an individualized training system based on HUR's trademarked Natural Transmission resistance mechanism. This air-resistance technology can be set at zero and adjusted "steplessly" to facilitate passive and assisted mobilization. Senior SmartZone offers streamlined, individualized workouts, providing a full-body circuit workout in 30 minutes, with 16 exercises on 12 machines—all within 700 sq. ft. The system includes a color touch screen, automatic air resistance, and automated exercise guidance. It also tracks user activity and performance, including physical therapy participation. For further details, call toll-free 877-729-2636 or email [christine.anderson@hurusa.com](mailto:christine.anderson@hurusa.com).

## EFS offers online certificate in personal training for elders

Educational Fitness Solutions (EFS) announces that registration closes on February 6 for the spring session of its Web-based senior fitness training program for professionals. EFS offers the Online Professional Certificate in Senior Personal Training for Older Adults, which includes four courses and an elective field internship. These courses cover "Socio-Physiological Aspects of Aging," "Designing Older Adult Exercise Programs," "Business Management and Administration for the Mature Market," and "Exercise and Aging for Special Populations." Of note, the EFS certificate program incorporates curriculum standards from the *International Curriculum Guidelines for Preparing Physical Activity Instructors of Older Adults*. Email [seniorpft@yahoo.com](mailto:seniorpft@yahoo.com) for information.



*OPTP's redesigned website*

## OPTP improves website

Orthopedic Physical Therapy Products (OPTP) has redesigned its website to make it easier for users to find and purchase OPTP products. More images and product information have been added to assist individuals in making purchasing decisions. The new site also offers a "My Wish List" feature to facilitate planning of upcoming purchases, or to save frequent orders for easy reordering. In addition, users can rate products and comment on their experiences with them. Visit the new site at [www.optp.com](http://www.optp.com). Or call OPTP toll-free at 800-367-7393 for product information.

## Precor garners top honors in global poll

Precor recently earned top honors in the Nova 7 "people's choice" awards, the annual awards bestowed by *Fitness Management* magazine based on a poll of fitness facility professionals worldwide. For the second consecutive year, Precor was named Best Cardio Equipment Supplier. The company also won the Best in Entertainment award for the fifth consecutive year for its Cardio Theater system. Precor was "particularly pleased" with these honors, said President Paul J. Byrne. "The market is calling for fitness facilities to elevate and customize their member experience," he added, and cardio and entertainment are areas of great demand and opportunity. Call toll-free 800-786-8404 for product information, or view [www.precor.com](http://www.precor.com).



*The Life Fitness Virtual Trainer website*

## Life Fitness takes workouts to the Web

The new Life Fitness Virtual Trainer website allows exercisers to plan and customize their workouts online, so they're able simply to get on Life Fitness cardio equipment and go when they arrive at a wellness/fitness facility. Individuals can also use Virtual Trainer to track their progress over time. Users upload and store their workouts, as well as their workout results, using a USB device with the Connectivity Center located on the company's Elevation Series cardio products with Engage or Inspire consoles. For details, visit [www.virtualtrainer.lifefitness.com](http://www.virtualtrainer.lifefitness.com) or call toll-free 800-634-8637. ☺