



# GRAVITY NEWS™

EFI SPORTS MEDICINE

THE QUARTERLY GRAVITY SYSTEM™ UPDATE :: VOLUME 1, NUMBER 2

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## GRAVITY FEATURE STORIES

### RDV SPORTSPLEX ATTRACTS MEMBERS, NON-MEMBERS WITH GRAVITY “PROGRAM”

Their names are Wolverine, Hulk, Brutus, Zeus, Samson, Goliath, Thor, Terminator, Hercules, Aragorn, and Zena – and they rule RDV Sportsplex Athletic Club’s floor in Orlando, Florida. The eleven GTS machines have been named by Leda Pérez and her staff to give them personality and encourage members to “bond” with them.

“Zena” – the only female and leader of the pack - rules the roost and is separated from her kin so trainers can use her for one-on-one workouts. “Powerful names for powerful machines,” Pérez explains. “It also helps us identify them for maintenance and upkeep.”

RDV Sportsplex Athletic Club is a world-class facility that promotes wellness and prevention through fitness, sports programs and healthcare. The club features a fitness center, tennis center, ice rink, skate park, kids’ programs, and an entire medical complex offering physical therapy and rehab, pediatric and dental services, and more. It is also home to Orlando Magic, the NBA pro-basketball team that uses the club for practices and workouts.

GRAVITY holds its own position in the club as a “program” – separated from the regular group fitness class, in its own

category. RDV Sportsplex Athletic Club offers two series and personal training under the auspices of the GRAVITY program:

- GRAVITY Group™ - a strength training series for time efficient and effective workouts
- GRAVITY Pilates™ - a blend of Pilates reformer and mat exercises focused on core strength and stability
- GRAVITY Personal Training™ - A program incorporating a complete series of training and stretching exercises, and able to provide a unique and time effective program



“We see students gaining muscle, increased endurance and definition.”



GRAVITY Group Strength classes are packed at RDV Sportsplex in Orlando. GTS units are affectionately named Wolverine, Hulk, Brutus, Zeus, Samson, Goliath, Thor, Terminator, Aragorn and Zena.

specifically designed to achieve individual health and fitness objectives.

GRAVITY Group and Pilates programs are limited to ten people – both members and non-members. Members can sign up for monthly programs to learn the fundamentals of the GTS machine and an entire GRAVITY program, and then move and evolve based on their own progress. They can join the program when they want and advance at their own pace. Since its March

roll-out, the response to the GRAVITY program has been overwhelmingly positive.

“Participants can really work on proper form and technique. We see students gaining muscle, increased endurance and definition. They love the program’s convenience, too; they get a full-body workout quickly and efficiently without moving from machine to machine,” said Pérez.

For GRAVITYGroup, RDV Sportsplex Athletic Club charges \$36 per month for members; \$40 for nonmembers. For GRAVITY Pilates, the fee is \$48 for members; \$52 for non-members. A one hour session the second Saturday of every month for orientation is free to RDV Sportsplex Athletic Club members.

The staff has extended the class times from the traditional 30 minutes to 40 minutes. “This guarantees 30 minutes of pure exercise – taking into account the time we take for direction and correcting form,” says Pérez.

That’s why RDV Sportsplex Athletic Club loves the GTS! It accounts for exercisers of any level, says Pérez. “When someone new comes in, they’re going to do the same exercise but at a different intensity whether they’re a beginner, intermediate or advanced.”

The club heavily promotes the new GRAVITY Program through in-club flyers as well as flyers distributed to area businesses and allied companies. Instructors announce it in classes and the club is looking at other programs – such as spinning – and is considering developing combo cardio/strength classes, such as “Cycling/GRAVITY.” ☺

### GRAVITY GOES GLOBAL

GRAVITY kicked off its worldwide expansion with orientations in Australia and Europe. At events in Agropoli, Italy and at the Elixia Health and Wellness Group, in Hamburg, Germany, select Master Trainers were invited to the U.S. for an in-depth training session.



Germany: The GRAVITYSystem launches at the FIBO show

GRAVITY made its official European debut in April at the FIBO show in Germany (pictured) where it received second place in the TUV Innovation Award. The word is spreading fast! Already, packed GRAVITY classes can be seen at Runney Sports Club in Hamburg, Germany – the first European gym to launch the system.

Next up: GRAVITY at the Fitness Festival in Rimini, Italy, June 2004. ☺

**CLEBURNE PHYSICAL THERAPY & FITNESS CENTER  
PULLS IN THE GRAVITY SYSTEM**

Bridging physical therapy and fitness is often a challenge for facilities, but one that Cleburne is tackling head on with the GRAVITYSystem.

In June 2003, The Cleburne Physical Therapy & Fitness Center in Cleburne, TX integrated the GRAVITYSystem into both its rehab and fitness programs. According to Steve Edwards, Physical Therapist at Cleburne Fitness Center, they have been seeing phenomenal results from both patients and members.

“The versatility of the GTS is outstanding and is a huge success in both our physical therapy and gym areas,” said Edwards. He attributes part of the program’s success to the straightforward carryover of patients from PT to the fitness center. Physical therapy patients, especially those with injuries to the back, ankles, knees and hips are instructed on the GTS in a personal training rehab environment.

“Patients get accustomed to and comfortable with instruction on the GTS during their physical therapy. Once they move



over to the fitness center, they have already established a comfort level on the GTS, so transitioning to our GRAVITY classes and personal training on the GTS is smooth and easy.”

**“Our members are amazed at the quality of workout they get on the equipment...”**

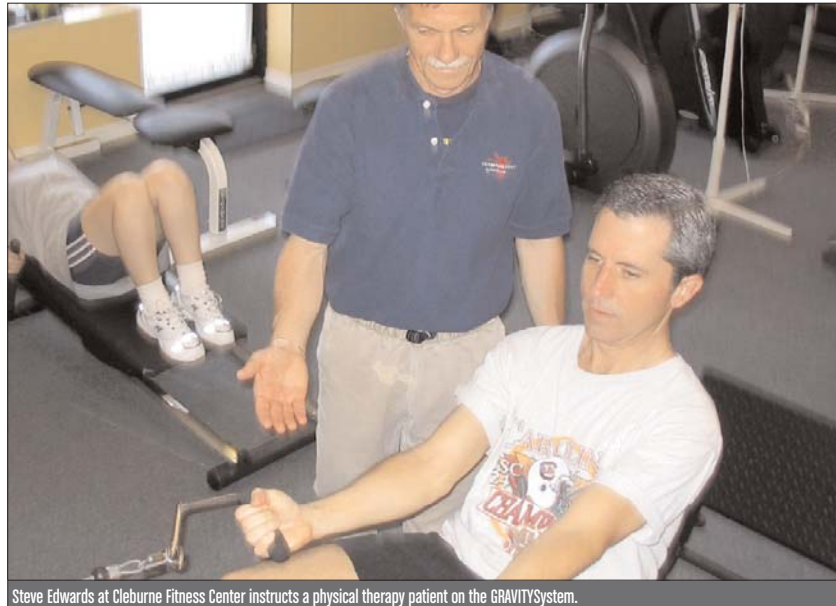
In the Fitness Center, the GRAVITYSystem has a waiting list to get on the six units and into the GRAVITY classes. To add its own flavor, Cleburne has begun integrating other

programs with GRAVITY classes to extend sessions to over one hour. The most popular combo class is the spin bike and GRAVITY Group Strength session.

Once members have completed the GRAVITY orientation and attended a few classes, they are encouraged to use the GTS on their own.

“We currently have 100 members using the GTS between our 10 group strength classes, two Pilates classes and the personal training,” says Edwards. “Our members are amazed at the quality of workout they get on the equipment in such a short period of time and it provides our facility with an amazing program to excite and motivate members.”

Cleburne is also incorporating GRAVITY into its system of ongoing assessments and monthly “fit checks” for members. First, individuals are evaluated on their fitness levels and goals, then their personalized programs are re-evaluated and routines upgraded to include GTS classes. ☺



Steve Edwards at Cleburne Fitness Center instructs a physical therapy patient on the GRAVITYSystem.



The Cleburne Fitness Center, Cleburne, Texas

**GRAVITY ATTRACTS AWARDS**

The GRAVITYSystem is garnering world-wide accolades and recognition from the fitness industry:

**ECA’s OBOW AWARD:** efi Sports Medicine has received the East Coast Alliance (ECA) World Fitness’ OBOW Award for Best New Product Innovation for its GRAVITYSystem. Nominated and voted on by ECA members, presenters and the last four year’s ECA attendees, this people’s choice award was presented on March 12, 2004 and is testimony to the GRAVITYSystem’s popularity and momentum.

**FIBO’s TUV INNOVATION AWARD:** The GRAVITYSystem claimed 2nd place for the

TUV award at the 25th World Fair for Fitness, Wellness and Leisure in Essen, Germany. Judging criteria for this award were

innovation of the equipment, ease-of-use and safety. The GRAVITYSystem placed 2nd out of 450 exhibitors.

San Diego Regional Ad Club Design Award: It’s not often that in-house design teams can beat

out advertising agencies, but the creative minds behind the GRAVITYSystem’s marketing did it. San Diego, and the regional



The GRAVITY Team accepts the TUV Innovation Award at FIBO in Essen, Germany.

chapter of the Ad Club, awarded efi Sports Medicine with a silver place in best product brochure design category. Stay tuned to hear how the team fares at the national Ad Club level. ☺

## GRAVITY TRAINER PROFILES



### LORRI MOTES

Lorri Motes has been entrenched in the fitness industry for more than 12 years. A Florida native, she is an ACE-certified personal trainer and group fitness instructor and holds AFAA certifications in primary, step, weightroom/resistance training and kickboxing.

In addition to her work with efi Sports Medicine, Lorri is currently the staff assistant director for Sara's City Workout where she has, for the last five years, coordinated over 100 staff assistants at MANIA events. She teaches group fitness classes at Socado Club in Palatka, Florida and in her spare time does in-home personal training. Lorri previously owned a successful private fitness studio, which is how she became familiar with efi Sports Medicine.

"The GRAVITYSystem is versatile, multi-functional, affordable and is truly a revenue generating choice for gyms," says Lorri. "As a trainer and educator, I can really see and appreciate the fact that efi is committed to quality of education as well as product."

Lorri became a GRAVITY trainer in October 2003 and has been providing valuable insights into both the practice and programming for the GTS. She has helped train instructors at a number of GRAVITY clubs including the RDV Sportsplex in Orlando, Sports Ventures in Grand Rapids, MI, and Cox Health in Springfield, MO.



### KIMBERLY SPREEN

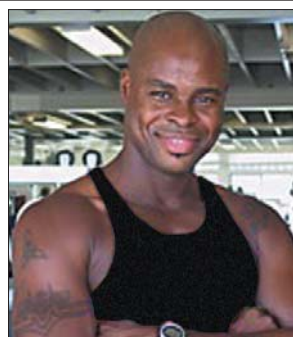
A GRAVITY trainer since May 2003, Kimberly Spreen is a personal trainer, group fitness instructor and motivational speaker. She is a fitness presenter and continuing education provider for ACE and AFAA as well as being a BOSU Master Trainer. Well known for her enthusiasm, passion, and humor, Kimberly has been educating and motivating instructors, students and clients alike for over a decade.

"The GRAVITYSystem is the most comprehensive and versatile system to ever hit the industry. The fact that it's complete with education and equipment sets it above and beyond anything else out there."

Originally from Washington D.C., Spreen is now based in Columbus, Ohio where she is a master trainer for Life Time Fitness. She also spends her time traveling and presenting continuing education programs for trainers wishing to renew their certifications.

"I love to see the trainers and instructors get excited when it 'clicks' and they recognize that they are part of an innovative wave of fitness," said Spreen.

Spreen graduated from the University of Maryland where she earned a bachelor's degree in health education. She has already helped introduce GRAVITY to the Cleburne Fitness Center, in Cleburne, Texas and RDV Sportsplex in Orlando, Florida. Next stop: YMCA in Baton Rouge, Louisiana.



### SKIP JENNINGS

Orange County-based Skip Jennings first fell for GRAVITY in 2003 at the IDEA convention. Since then, he has attended trainings and symposiums and is looking forward to spreading the program to new gyms. "I just love the GRAVITYSystem!" says Jennings. "The whole program really challenges what bodies can do and the resistance training offers one of the best workouts I have ever experienced."

Jennings has been involved in the fitness industry for more than 14 years and currently owns and operates his own personal training company, "Skip Fit," and is the fitness director for Back Bay Fitness in Costa Mesa, CA. He is certified by ACE, AFAA, and the National Academy of Sports Medicine.

Jennings is a familiar name and face in the fitness industry. He is a regular IDEA presenter and in 2000, was the Los Angeles Regional Champion for the National Aerobic Club Cup Challenge where he placed second in the nation. Also in 2000, Jennings received the notable 24 Hour Fitness Coordinator of the Year. Jennings, who has a bachelor's degree from New York University, can be seen in an array of aerobic teaching videos, both domestic and international. ☺

## GRAVITY PERSONAL FITNESS SPOTLIGHT



### NEIL DERRICK

It's only been three months since Neil Derrick introduced the GRAVITYSystem to his fitness studio, but his clients are already fighting over the GTS. His clients practically push him aside to be first to get on the unit. One man even "claimed" it as his own in the hopes he wouldn't have to share it with anyone.

Derrick has owned and operated Personal

Fitness, a small fitness studio in Columbia, South Carolina, since 1997. Every week, 75 people come through his doors for a unique and personal workout.

Working with small groups of six to eight people, Derrick focuses on strength training and toning, while incorporating a circuit

workout. He combines the GRAVITYSystem with treadmills, elliptical machines, recumbent bikes, and flexibility exercises that provide clients a complete fitness program.

As the sole staff member, Derrick coordinates the placement of clients on work stations, guides them through their GRAVITY exercises, adjusts the GTS for them and keeps track of their workout records.

"My new clients, young and old, are always surprised at the amazing workout they get from the GTS," says Derrick. "It's totally different

from free weights and other weight machines: everyone gets an efficient workout with it."

In particular, one 75-year old woman enjoys the GTS because she can stay on one machine

and do multiple exercises without moving or getting up.

"I really appreciate the design of the GTS,

especially

with its force angle creation, the built in leg curl pad, the lat pull up bar, and the stability and overall look of it" said Derrick.

"The GRAVITYSystem is definitely enhancing my business while meeting my clients' needs - and they are enjoying it!" says Derrick. "And," he adds, "I'm happy to let them win their place on the GTS. The best result? They feel great and stick to their fitness program." ☺

**"My new clients, young and old, are always surprised at the amazing workout they get from the GTS."**

## GRAVITY IN THE NEWS

### GRAVITY CONTINUES TO GAIN MOMENTUM AND MAKE NEWS!

The Jewish Community Center was highlighted in the segment "Lean Mean Gravity Machine" on Capital News9 in Albany, New York.

The "Home Gym Goes Clubbing" story on GRAVITY, which originally appeared in the Orange County Register, was picked up around the country in the following papers:

Valley Morning Star – Harlingen, Texas

The Journal Times – Racine, Wisconsin

Lansing State Journal – Lansing, Michigan

The Star-Gazette – Elmira, New York ☺

## GRAVITY TIPS AND UPDATES

### ATTRACTING NEW MEMBERS

Thinking of ways to attract new club members? When The Jungle Club in Vero Beach, Florida first launched GRAVITY, they took several GTS units, instructor in tow, to their local mall for free demonstrations. They encouraged people to get on the GTS and try it out themselves. The club reported increases in new member sign ups from the event.

*Think Outside the Gym:* Attract people who might be intimidated by joining a health club by creating and promoting a GRAVITY "Program!"

You can assure potential participants that they won't be abandoned during the GRAVITY program. Certified, trained professionals lead them through GRAVITY's fast, effective total body workouts and GRAVITY Programs are perfect for those who are ready to jump on the exercise bandwagon, but need more instruction and can't afford a personal trainer.

The GRAVITY Program can be promoted as a quick and fun way to get in shape for

summer without paying for a full club membership. Because it's a complete system, you can offer it as a stand alone "Program", with GRAVITY sessions scheduled separately from fitness classes. Consider providing information about healthy eating, and make sure your instructors help determine personal goals.

Marketing is easy and affordable. Draft a press release or use one of the templates in your GRAVITY Marketing Binder to announce the program. Send your press release to local media – now is the time when health and fitness reporters are looking for summer exercise story ideas. Print out flyers about the program and post them at local health food stores, beauty salons, and coffee shops. Your GRAVITY Marketing Binder and CDROM are full of helpful hints, useful PDF files and marketing tips. Offer current members an incentive for signing up their friends and family such as half off one month's fees; gym apparel (hat, t-shirt, towel, etc), or a complimentary personal trainer evaluation. ☺

  
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## GRAVITY NEW ADDITIONS

THE FOLLOWING FACILITIES OFFER SOME OR ALL OF THE GRAVITY SYSTEM.

### ST. SIMON'S HEALTH & FITNESS

St. Simon's Island, GA  
912.638.5600

*Offering:*  
GRAVITYGroup  
GRAVITYPersonalTraining

### FLORIDA STATE UNIVERSITY CAMPUS RECREATION CENTER

Tallahassee, FL  
850.644.1613

*Offering:*  
GRAVITYGroup  
GRAVITYPersonalTraining  
GRAVITYPilates

### ALBANY JEWISH COMMUNITY CENTER

Albany, NY  
518.689.0211

*Offering:*  
GRAVITYGroup  
GRAVITYPersonalTraining  
GRAVITYPilates

### SHAPES TOTAL FITNESS

Sarasota, FL  
941.953.5250

*Offering:*  
GRAVITYGroup  
GRAVITYPersonalTraining  
GRAVITYPilates

### A.C. LEWIS YMCA

Baton Rouge, LA  
225.924.3606

*Offering:*  
GRAVITYGroup  
GRAVITYPersonalTraining  
GRAVITYPilates

### THE EDGE TRAINING CLUB

Grand Rapids, MI  
616.446.9281

*Offering:*  
GRAVITYGroup  
GRAVITYPersonalTraining