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Stand Up to the Challenges of 2010 and Promote Your Successes



I think it's safe to say that most of us are happy to see 2009 in the rear view mirror. Staff reductions, funding cuts, membership losses, overall uncertainty replacing the "norm." And as we end the first quarter of 2010, most are realizing we need to continue to cinch the belt and look for ways to counter the impact of those reductions.

In the prevailing economy it is even more important to work on fine-tuning your available resources to maximize your assets. If you didn't start last year, this is the time to review your fitness and aquatics programs, update and prioritize those that maximize staff talent and time and focus on those that have the most potential to increase your membership base.

A soft economy makes it mandatory to find ways to initiate meaningful programs and focus on solutions on how to communicate those offerings to your members without expanding budgets or increasing staff. Now is the time for membership and marketing directors to show their talents by maximizing the communication flow with supporting news items on successful collaborations, fund-raisers and anything else that will get your facility "free press" in the community. Even though funding has become harder to secure, we find excellent programming continuing to come from the non-profits and now is the time to promote your successes.

Self promotion via press releases and news items to your community magazines, local TV, radio and newspapers is a great way to get attention for your supporters, target potential new members and build exposure for your facility programs. And as always, send your news items to us at OSF, we're always happy to promote success!

We have a number of features in this issue that will give you an idea of what programming areas are currently in demand and those that add new streams of member revenue; the first on page 14, a look at the iDance system, a group exergaming program that is currently sweeping the country.

On page 16, Steve Chase, our flooring expert, discusses what you should be looking for when choosing sports flooring for the various rooms in your facility, with emphasis on lab testing results to identify the proper flooring materials for specific exercise functions.

Don't miss Pauline Ivens' AquaFit feature on page 22, with tips on how to evaluate a water exercise instructor, followed by Bonnie Berk's excellent story on yoga therapy for cancer survivors, it's inspiring!

On pages 32 and 34 we close the issue with a few innovative programs from Cybex International and Concept2, stories of philanthropy and caring, two companies that make a habit of making a difference...

Stay well, be well...

A handwritten signature of Chris Ballard in black ink.

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