



ONSITEfitness

Fitness & Aquatics For Nonprofits

CONTENTS

DEC 2010/JAN 2011

VOL. 5 NO.6

“INNOVATIONS IN PROGRAMMING”



C O L U M N S & F E A T U R E S

7 JUMPSTART YOUR FUNDRAISING IN A TOUGH ECONOMY

Merage JCC of Orange County
By Jason Meyers

14 FOUR LEGGED FITNESS

Family Programming & the Paw Print Picasso

18 ROAD TO THE BIG APPLE

The Jorgensen YMCA Teams Up With MobileFit

20 WHITE BEAR LAKE YMCA MAKES A SPLASH!

A Township Collaboration of Grand Proportions
By Amy Scanlin, MS

22 YOGA FOR LIFE

Cooling Down From Holiday Stress:
Breathing, Yoga & Meditation
By Beth Shaw, E-RYT, BS, CMT

26 STRENGTH INDEX

A Simple Approach to Successful
Strength Training
By Wayne Westcott, PhD, CSCS

30 PILATES CORNER

The Targeted Approach For Becoming
More Marketable
By Kerrie Lee Brown

34 INDUSTRY NEWS: CYBEX INTERNATIONAL

Welcomes New YMCA National
Accounts Manager

DEPARTMENTS

3 PUBLISHER'S NOTE

6 EDITORIAL BOARD

9 PREFERRED VENDORS

10 BRANCH & CENTER NEWS



ONSITE FITNESS (ISSN 1932-8788) is published bimonthly (6X) in Feb/Mar, April/May, June/July, Aug/Sept, Oct/Nov and Dec/Jan by Virtual Productions LLC, 40101 Monterey Avenue, Ste B-1 #328, Rancho Mirage, CA 92270, (760) 610-6770, www.onsite-fitness.com. **SUBSCRIPTIONS:** Distributed without charge to qualified YMCA, YWCA and JCC staff members in the United States. International subscription rate is \$65 for 6 issues. Send subscription requests and address changes (please include old mailing label) to OnSite Fitness, 40101 Monterey Avenue, Ste B-1 #328, Rancho Mirage, CA 92270. For faster service visit us online at www.onsite-fitness.com. **BACK ISSUES:** \$10.00 each. **POSTMASTER:** Send address changes to: OnSite Fitness, 40101 Monterey Avenue, Ste B-1 #328, Rancho Mirage, CA 92270. Copyright © Virtual Productions, LLC, 2010. All Rights Reserved. Reproduction in whole or in part without permission is prohibited. OnSite Fitness™ is a trademark of Virtual Productions LLC.