



Allison Flatley
Ex-Officio
info@macmaclubs.org

PRESS RELEASE

FOR IMMEDIATE RELEASE – July 19, 2010

Mid-Atlantic Club Management Annual Conference and Awards

The Mid-Atlantic Club Management (MACMA) held its annual conference in Ellicott City, Maryland on Thursday, July 15 at the Turf Valley Resort. Over 150 attendees from clubs in MD, VA, DC, PA and DE listened to keynote speaker and award-winning author Sam Horn. Dr. Len Kravitz (University of New Mexico researcher) presented the latest research in health, fitness and metabolism. Conference sponsors included PRECOR, OCTANE FITNESS, CYBEX INTERNATIONAL and LES MILLS.

MACMA also presented its **2010 Awards of Excellence. The winners were:**

- **Big Vanilla Athletic Club** in Arnold, Maryland for their 90-day fitness challenge. The “*Big Vanilla 90-Day Fitness Challenge*” was successful in generating over \$50,000 in registration fees and new memberships. The program energizes, motivates, inspires, and drives people to make positive lifestyle changes.
- **Ship Shape Fitness Center** managed by L&T Health and Fitness, in Malvern, PA for their “*Ship Shape Survivor*”. The “*Ship Shape Survivor*” had 62% participation, 50% of participants maintained or lost weight and club utilization increased 17%. “*Ship Shape Survivor*” inspired by the show, “*Survivor*” was a motivational program created to encourage participants to increase their physical activity and make healthy lifestyle choices in order to maintain or lose weight.
- **Judiciary Fitness Association** managed by L&T Health and Fitness in Washington, DC for “*Cardio Pumpkin Launch*”. This incentive program increased daily usage by 10% and membership by 5%. The visual pumpkin launchers were a highlight for members and the MACMA judges.

(Photo #1 – Left to Right: Bill Shotwell, PRECOR; Morgan Lambert, Ship Shape Fitness Center; Renee Goldsmith, Judiciary Fitness Association; Julie Lincoln, Big Vanilla, Julia Williams, MACMA Executive Director)

MACMA also announced their annual scholarship winners. Four health and fitness professionals received scholarships from the American Council on Exercise (ACE), the National Academy of Sports Medicine (NASM), the National Council on Strength and Fitness (NCSF) and Power Systems. They are:

1. Diane Hensley, Big Vanilla Athletic Club
2. Chasidy McGlothlin, L&T Health and Fitness
3. Tracie Udes, Lynne Brick's Women Health & Fitness
4. Jenn Reed, Universal Athletic Club

MACMA is a non-profit trade association of IHRSA, the International Health, Racquet and Sportsclub Association. It was created by club owners and managers in the Mid-Atlantic region to address the needs of the industry at a regional level. MACMA is dedicated to the education and promotion of the private Health, Fitness and Racquet Club industry in MD, VA, DC, PA and DE.

