

# 26 *Fresh*

By Jennifer H. McInerney and Patricia Glynn

In honor of IHRSA's 26th anniversary, *CBI* pays tribute to 26 of the industry's movers and shakers

Last year, *CBI* celebrated IHRSA's silver anniversary by calling special attention to 25 of the industry's most successful innovators. It was an exciting and rewarding project, but there was one minor problem—there were far more than 25 such individuals working in the health and fitness club business!

This year, on the association's 26th anniversary, we've revisited the premise and have identified, once again, a select group of impressive people who are creating, building, shaping, leading, reinventing, and ensuring the continued success of our industry. Say hello to this year's 26 Fresh Faces:

# Faces

## 1 ALLISON FLATLEY, Chief Operating Officer (COO) L&T Health and Fitness • Falls Church, Virginia

When Allison Flatley, 40, joined L&T 16 years ago as a part-time health specialist, she stepped forth on a promising career path in a business that she loved. Since then, she's filled a number of roles at L&T, including those of group-exercise and activities coordinator, fitness consultant, screening coordinator, program manager, director of operations, vice president, and, since 2005, chief operating officer. As COO, she oversees management operations teams at 54 sites, and is responsible for staff training, human resources, evaluation, quality assurance, and personal training. She is also an adjunct professor, teaching Fundamentals of Health Promotion, at American University in Washington, D.C., and president of the Mid-Atlantic Club Management Association (MACMA).

**The most significant challenge facing the industry:** "No one wants to exercise. As an industry, we need to teach people how to set realistic activity goals. Once people are successfully taking small steps, then we can make the goals more challenging. The industry won't grow if we continue to ignore the majority of the population—the sedentary and deconditioned."

**Last business book read:** *Magnetic Service*, by Bell and Bell

**Can't live without:** My family, friends, sports, caffeine, and running shoes

## 2 HAN DOORENBOSCH, Founder, Owner Clubsportive • Amsterdam, Netherlands

A former member of his country's Olympic boxing team, Han Doorenbosch, 34, has utilized his physical fitness expertise first as an instructor—at Casimir College and the Academy for Physical Training and Education—and, since 1998, as the founder of Clubsportive. This chain of seven top-of-the-line clubs will soon be expanded to 10 facilities, and, in the future, Doorenbosch and his team plan to introduce the brand to Europe's largest cities. Last year, Doorenbosch was involved in the development of Sweet Resorts, the first Dutch center providing preventive care for people with diabetes.

**The most significant challenge facing the industry:** "At the moment, the biggest challenges in the Netherlands have to do with the ongoing segmentation of the market—clubs are opening up everywhere—and with maintaining a high



1 ALLISON  
FLATLEY



2 HAN  
DOORENBOSCH