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SCW Owner's EDGE eNewsletter
SCW eNewsletter
Les Mills Midwest eNewsletter

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 SCW Wellness Center
 1000 West Lynn Miller Ave.
 Suite 200-002 • Dallas, TX 75243

SCW NEWSLETTER

July 29, 2009



BENEFITS OF AQUATIC EXERCISE



New!
Free printable student handout of five aquatic exercise programs.

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Safety and effectiveness are two of the hallmarks of quality aquatic exercise programs. Knowing why water fitness is effective and understanding how to take ownership of your own well being in the pool environment can enhance your experience.

What are the benefits of aquatic exercise?

1. Retains all the general health benefits of regular exercise: weight control, improved mobility, heart health, reduced risk of chronic illness, etc.
2. Relieves pressure from the spine and joints facilitating exercise for people with osteoporosis.
3. Reduces impact and creates less stress than land based exercise.
4. Redistributes body heat effectively to maintain core temperature during exertion.
5. Resistance in this medium requires participants to work continually to maintain body position, etc.
6. Requires little or no prior experience for participants to feel comfortable and have a great experience.

What do I need to know about the pool before I participate?

- Is the water temperature between 80 & 84 degrees Fahrenheit?
- Is the pool surface "slick" when used?
- Am I wearing appropriate footwear?
- Is the deck well ventilated?
- Are there kids, steps, ladders and other structures of which I should be aware?
- Do I know where to go in the event of thunder and/or lightning?

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AQUATIC STRETCHING



To stretch in the pool or out of the pool...
Melissa Layne, MS explains:

When we normally think flexibility, we think stretching against a force such as a wall or another person or gravity (passive static stretching). But if you go back to the true definition of flexibility it simply is "moving a joint through a range of motion". We can do this quite easily on land or in water. Buoyancy assisted as is in the water. When you truly break it down, we do flexibility exercises every time we contract the opposing muscle. It is just dynamic flexibility, or moving the joint through a range of motion with little or no resistance. Because our muscles work in opposing pairs, the antagonist to the leaded agonist is always going to be stretching when the agonist is contracting. So when we clients are in the water doing a front kick buoyancy actually helps them stretch their quads on the way up and inward and the concentric contraction is actually on the way down because you are loaded against the resistance of buoyancy. That is why there are very few low joint loaded eccentric contractions in the water which is why muscle soreness occurs less frequently.

So it is actually quite easy to dynamically stretch in the water with very little buoyancy. Buoyancy increases the range of motion of the joint and only adds stability because you cannot do ballistic stretching in the water due to the resistance force unless you are holding on to the edge of the pool which means you are not utilizing your core to balance. If you can't balance in the water then the water tool can't be a direct reflex occurring in the Gula tendon which is safe. We don't want the stretch reflex to occur in the Gula tendon because it is the water tool that is the tightening of the muscle while trying to protect itself.

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to protect the spine

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- Upper Lower Lumbar & Blast
- E Fit Cardie Combination class
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TOTAL E FIT SYSTEM

SCW eNewsletter is released monthly. This eNewsletter is emailed to approximately 70,000+ Fitness Professionals every 4-8 weeks. The newsletter contains at least 5-6 articles each publication addressing a variety of topics pertinent to all levels of health and wellness professionals.

- Upcoming Industry Events
- Successful New Fitness Programs
- Industry Research
- Fitness Techniques
- Product Application
- What's Happening at Clubs Today
- Downloadable Student Handout


This eNewsletter contains 10-12 ads per issue (225 by 225 pixels) with companion articles. Advertorials may be included which contain links to websites and downloadable student handouts or marketing materials. While encouraging education, this publication is shorter, known for its timely nature and concise, simple content. SCW customers look for each eNewsletter release with anticipation, because of the valuable and usable downloadable student handout that they can personalize with their clubs logo. The newsletters are archived for a full year and available on the SCW website.

SCW Fitness Education \$250 per 225 by 225 pixel ad
 Advertorial Rates \$800 per issue 25% Discount with purchase of 4 or more
 Readership: 70,000. Open Rate: 17% and growing by 5% per quarter.
 Click Through Rate: 7-9 clicks. Publication Duration: 1 month

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Do I really need all that fitness gear?



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BENEFITS OF AQUATIC EXERCISE

WATER AEROBICS
 A low-impact, high-calorie-burning workout that's gentle on the joints and easy on the eyes.

Safety and effectiveness are two of the hallmarks of quality aquatic exercise programs. Knowing why water fitness is effective and understanding how to take advantage of your swim will help you in your pool environment on whatever your objectives are.

Advantages of the general benefits of aquatic exercise

- 1. Exercise in the water provides benefits of original movement weight loss, improved flexibility, lower heart rate, lower blood pressure.
- 2. Inflatable exercise mats are the most popular and least expensive for the individual.
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- 10. Inflatable exercise mats are the most popular and least expensive for the individual.

General benefits of aquatic exercise

Exercise in the water provides benefits of original movement weight loss, improved flexibility, lower heart rate, lower blood pressure. Exercise in the water provides benefits of original movement weight loss, improved flexibility, lower heart rate, lower blood pressure. Exercise in the water provides benefits of original movement weight loss, improved flexibility, lower heart rate, lower blood pressure.

What is known to be true about the aquatic participant's experience?

- 1. The water temperature is between 70 and 80 degrees Fahrenheit.
- 2. The water is clear and the view is good.
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Advantages of the pool exercise and how to use the water

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Get more swim information and how to use the water

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SCW Owner's EDGE

SCW Owner's EDGE eNewsletter has been created for Owners, Directors and Managers. Perfect for professionals who want to stay on the cutting edge of the fast-paced fitness industry addressing:

- Leading Management strategies • Valuable Client Retention techniques
- Effective member acquisition systems • Methods to combat competition
- Top non-dues revenue tips • Advice from and interviews with top industry leaders
- Ways to master community outreach • Methods to strengthening your brand
- Keys to understand the industry • Systems to capitalize on your strengths

Reach at least 10,000 fitness industry decision-makers with one placement! This eNewsletter is sent out monthly and advertised in the eNewsletter for deeper market penetration and greater consumer awareness. It is then archived on the SCW website.

Link your ad(s) DIRECTLY to your own internet. This eNewsletter contains 10-12 ads per issue (225 by 225 pixels) with companion articles. Advertorials may be included which contain links to websites and downloadable handouts or usable club marketing materials.

SCW Owner's EDGE \$250 per 225 by 225 pixel ad. Advertorial Rates \$800 per issue (includes complete article and companion ad) 25% Discount with purchase of 4 or more. Readership: 10,000. Open Rate: 15%. Click Through Rate: 7-9 clicks. Publication Duration: 1 month



Les Mills Midwest eNewsletter



The Les Mills Midwest eNewsletter is released exclusively to Les Mills Midwest Fitness Instructors, Les Mill Group Fitness Managers and Les Mills Club Owners. Targeted to a growing contingency of approximately 4,000 Fitness Professionals, this E-newsletter contains at least 4-5 articles in each publication including topics such as:

- Les Mills Upcoming Quarterlies and Group Fitness Management Seminars
- The Launch Pad – featuring new Les Mills Clubs
- Initial Training/Certifications Schedules
- Products and Programs Associated Fitness Activities/Products
- Success Stories of Les Mills Participants
- Les Mills Programming Applications and Usages
- Club Coach Downloadable Student Handout

Including 8-10 ads per issue (225 by 225 pixels), this eNewsletter is a perfect advertising opportunity for companies wishing to reach a targeted market of Les Mills instructors. These choreography-based Group Fitness Professionals are also free-style instructors, personal trainers and aqua professionals. Shoes, heart rate monitors, personal training equipment, educational workshops all interest these customers. Similar to the SCW eNewsletter, advertorials may be included which contain links to websites and downloadable student handouts or marketing materials. This publication is shorter, released monthly, and has an extremely high open-rate of 45%. The newsletters are archived for a full year and available on the SCW website.

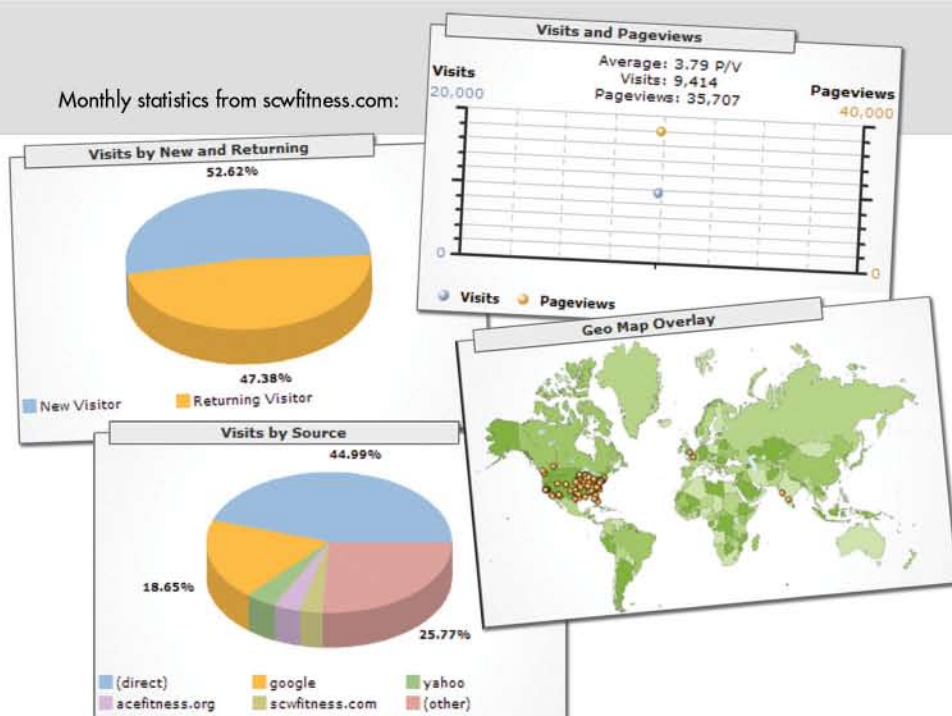
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