



IHRSA Membership — The single most important thing you can do for your business today!

As an Independent Club Owner, you enjoy the wonderful luxury of knowing that you work in the world's greatest industry. By becoming an IHRSA member, not only will you receive valuable resources and support that will immediately benefit your day-to-day business, but you'll also be investing in industry growth, promotion, protection and your future success.

Join IHRSA and immediately benefit from:

■ More Members, More Revenue

Our Nationwide Outreach Programs, Promotions and Marketing Services will increase your sales, retention and community visibility

■ Operating and Legal Information

You'll receive unlimited access to the vast library of IHRSA's research and legal/legislative services.

■ Business Resources

Whether you need Training Materials, New Staff, Marketing Assistance or Help Cutting Costs, IHRSA is your complete Go-To Resource



International Health, Racquet & Sportsclub Association

Since 1980, IHRSA has continually provided fitness clubs of every size and market focus with the information, tools, research, programs and connections necessary to help with every aspect of running a profitable fitness business.

More Members, More Revenue

Generate more members and increased visibility with IHRSA's Member Generating Programs & Services

IHRSA's annual Nationwide Membership Growth Programs will provide you with professionally developed, easy to implement "programs-in-a-box" complete with marketing materials and website links. Supported by high visibility, national public relations campaigns, *Get Active America!* (May), and 'I Lost It at the Club!' (Jan-March) both promote the benefits of physical activity and a healthy lifestyle and, in-turn, drive future customers, current members and positive press to your club.



The optional **IHRSA Passport Program** is a great sales and retention tool that provides your members guest access at over 3500 participating IHRSA clubs worldwide. Learn more at ihrsa.org/passport.



Your members and prospects will love receiving *Get Active! Magazine*, a high-quality colorful, upbeat, motivating lifestyle magazine. *Get Active!* reinforces your members' decisions to belong to a health club by highlighting the many benefits of exercise and by increasing awareness of the many services offered in clubs. Available only to IHRSA members, you can even personalize the magazine with your own club logo and club information. Visit getactivemagazine.com.



HealthClubs.com, the industry's premier online health club locator helps consumers locate any of IHRSA's 8,000 plus member clubs, 24 hours a day, seven days a week. Visitors to the site can view maps showing the location, obtain driving directions, search for specific services and link directly to your club's website.



Need high-quality club marketing materials without the high price? IHRSA's **Print-on-Demand Marketing Service** enables you to add your logo and special messaging to expertly designed flyers, brochures, and newsletters including IHRSA's popular consumer education brochures on "The Benefits of Exercise" and "The Economic Benefits of Exercise", saving you time, money and hassle.



IHRSA's **Wellness Resource Center and Health E-Review newsletter** will provide you with an easy, efficient, and creative way to communicate and promote health related news as it happens to your members and prospects.

Operating and Legal Information

IHRSA is, by far, the leading information resource for independent club operators. IHRSA should always be the first place you turn for answers to your operational or legal questions. And, once you join IHRSA, you will receive the best in industry publications and periodicals, access to IHRSA Research and Legal Resources and access to the secure member-only area of ihrsa.org.

- Searching for **Creative Programming Ideas**? Turn to ihrsa.org/resources for hundreds of monthly and daily programming ideas to help your club make the most of events such as “World Diabetes Month” and “The Great American Smokeout”.
- Got Questions? IHRSA’s informative, easy-to-understand **TIPS, Briefing Papers and Fact Sheets** answer your questions on operational and/or legal industry issues. Popular topics include employment law, independent contractors, injury liability, music licensing, tax-exempt competition, preventing theft, and handling difficult members. Visit ihrsa.org/tips and ihrsa.org/resources.
- **Publications, Research and More:** As an IHRSA member, not only will you receive FREE subscriptions to the IHRSA magazines and newsletters of your choosing, but you will also receive preferred pricing on IHRSA’s publications, research and training materials including must reads such as The Guide to Membership Retention, the Employee Compensation & Benefits Report, and Mastering Health Club Management. **Become a new IHRSA member and receive a \$50 certificate towards any product in the IHRSA store.** Visit www.ihrsastore.com.
- **Legal/Legislative Support:** To thrive in today’s market, you cannot ignore how government and the courts can directly impact the day-to-day operations of your club. IHRSA monitors legislation at the federal level and in your state, alerts you to problems and opportunities, responds to your legal dilemmas, and provides you with the necessary tools and guidance to protect and/or promote your business. Visit ihrsa.org/publicpolicy.
- **The IHRSA Staff** – Perhaps your greatest resource, the IHRSA staff is comprised of industry and professional experts whose sole focus is to make your IHRSA experience outstanding. When you join, they stand ready to assist you and your club to tackle the issues that challenge you everyday. Make the IHRSA Team your Team!
- **The Industry’s Best Meetings, Trade Shows & Events:** IHRSA’s world-renowned meetings provide sought after speakers on business and corporate culture, instructional sessions on all aspects of succeeding in the health club industry, the best social networking events, and the industry’s most spectacular trade show. New IHRSA members receive special introductory rates on IHRSA events. See a complete list of US and International events at ihrsa.org/meetings.



Business Resources and Support

Two of the biggest challenges with operating a health club are keeping operating costs down and intelligently addressing human resource issues. IHRSA Membership will help you with both!

- **HR Issues: Hiring, Training, Managing, Motivating and More**

• **ActiveCareers.com**, the industry’s leading career website, addresses your HR questions (job descriptions, classifying employees, training new hires, background checks) while connecting you to qualified job seekers. IHRSA members receive discounted postings and free, unlimited internship postings. New IHRSA members receive one FREE 60-day posting. (\$149.00 Value)



• **In Club Training:** In addition to meetings and educational events, IHRSA provides you the resources to train your staff in-club with IHRSA’s Professional Development and Management Series DVDs on Membership Sales, Sales Management, Corporate Sales and more. See ihrsastore.com.

• Tie into the purchasing power of thousands of clubs with **IHRSA Group Purchasing** to receive substantial savings on the products and services you need such as electricity, office supplies, uniforms, lighting, janitorial products, locker room amenities, repair service and more. Visit ihrsa.org/group purchasing.



• **Club Sampling Promotions.** Your members will love receiving free samples of everything from energy bars and soap to breath mints and shampoo. All at no cost to you! Visit ihrsa.org/promotions for recent programs.

IHRSA is ready to serve you, your club, your staff and your members!

For all you get from IHRSA membership; the outstanding benefits and support, the programs that more than pay for themselves, the special member discounts, and the satisfaction you’ll receive by fully participating in the world’s greatest industry; the cost is almost a “no-brainer”. So join today by completing the enclosed form, or join online at ihrsa.org/clubmembership.

Questions, please call 800/228-4772, email us at membership@ihrsa.org or log on to ihrsa.org/clubmembership.

