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CLUB BUSINESS INTERNATIONAL

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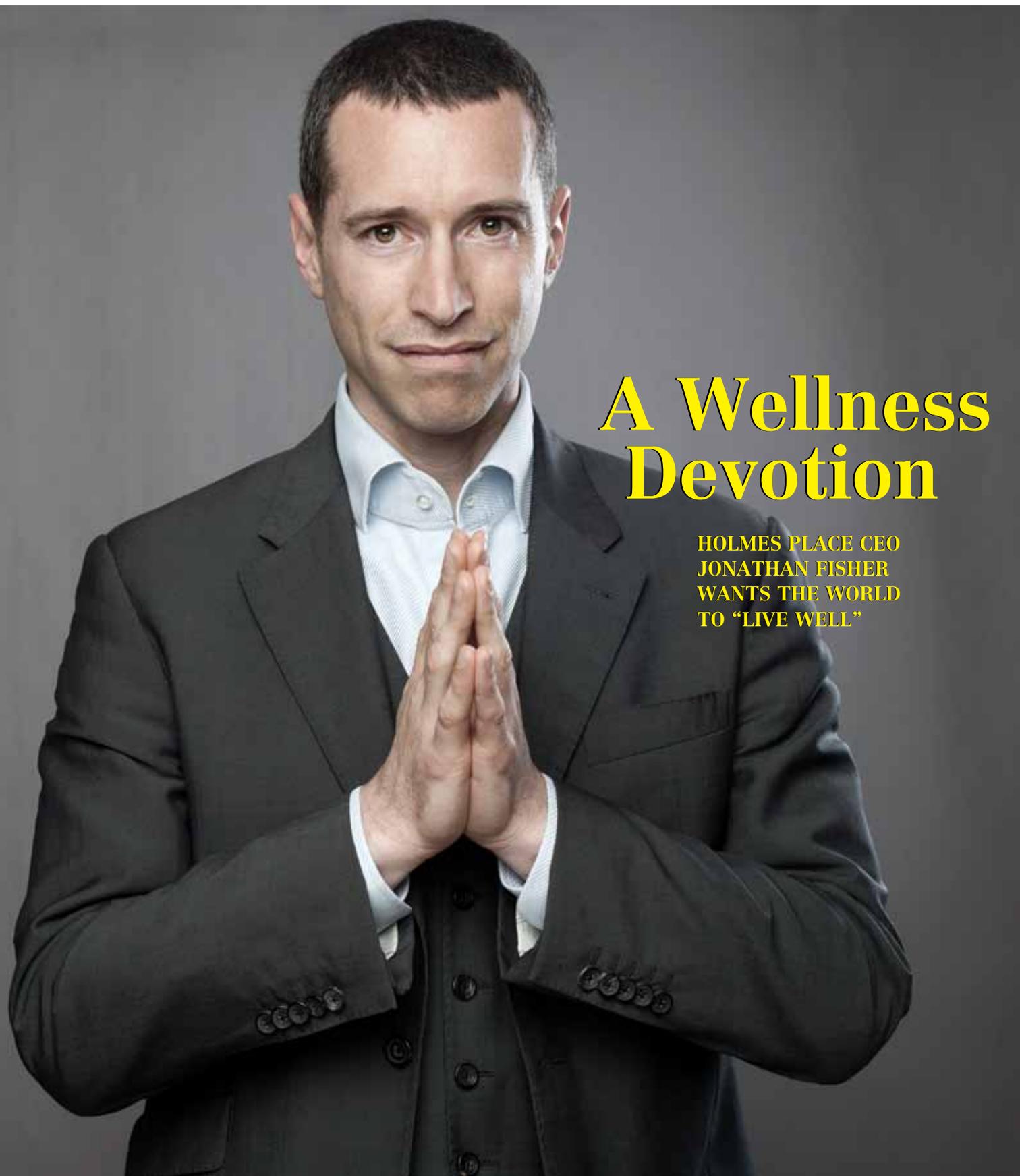
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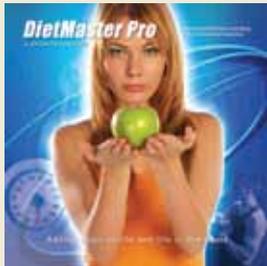
A Wellness Devotion

HOLMES PLACE CEO
JONATHAN FISHER
WANTS THE WORLD
TO "LIVE WELL"



← ASSOCIATE PROFILES

Lifestyles Technologies



► The DietMaster Pro software products, from Lifestyles Technologies, Inc., provide health and fitness professionals

with access to an extensive library of meal-plan templates that have been created by registered dietitians. The templates can be printed out quickly, and meal plans customized to address issues and objectives, such as food allergies, weight loss or control, fitness and performance, childhood obesity, and disease prevention. The plans can be e-mailed to customers or posted to the DietMaster Website for customer access, tracking, and monitoring. The combination of DietMaster Pro software and the DietMaster Certification program, which comply with relevant state regulatory laws, minimizes liability. For more information, contact the company at 888-286-7677; dietmastersoftware.com. —

Ultimate Sandbag



► Ultimate Sandbag Training is a premier, 3-D, functional-fitness training program. It's currently being utilized by leading fitness

facilities, Division 1 college athletic programs, professional sports teams, and elite military units in more than 70 countries worldwide. The Ultimate Sandbag can help transform a health club's traditional offerings into dynamic fitness programs that can easily be adapted for members ranging from beginners to advanced fitness devotees. For more information, contact the company at 800-698-2556; ultimatesandbagtraining.com. —

← ASSOCIATE NEWS

Mad Dogg Athletics, Inc.

► Mad Dogg Athletics, Inc., has hired John Kipper to serve as its vice president of retail operations. An eight-year industry veteran, he'll be responsible for expanding and managing the company's retail initiatives, including strategies, account set-up and management, product development, and product distribution in each channel. Kipper was formerly the COO of BH North America, where he managed daily operations, overseeing engineering, quality control, customer service, distribution, warehousing, marketing, and product management. Before joining BH, Kipper served in product-management, marketing, business-development, and customer-service capacities with Star Trac. For more information, contact the company at 800-847-7746; spinning.com. —



John Kipper

National Posture Institute



► The National Posture Institute (NPI) is conducting a search through July 1st to find one individual qualified to bear the title of NPI's 2012 International Perfect Posture Person of the Year. The winner will be awarded free access to either NPI's Online Certified Posture Specialist Program or NPI's Public Posture Program; will receive an NPI Posture Grid with grommets; and will be featured in NPI's social media releases. Health and fitness professionals, as well as consumers, are eligible to compete. Participants are required to submit a two-to-three-minute-video, along with the answers to two posture-related questions. For more information, contact the company at 888-240-2914; npionline.org. —

Star Trac

Star Trac has made two internal promotions: Terry Woods, its vice president of customer service, has been named to the new post of vice president of global sales; and Jeff Dilts has been named senior director of marketing and product management. A Star Trac veteran of 17 years, Woods has held a variety of positions in sales, marketing, and product management. Dilts, a 20-year industry veteran who's been with Star Trac for seven years, has extensive experience in education, sales, marketing, product management, and fitness facility operations. For more information, contact the company at 800-228-6635; startrac.com. —



Terry Woods



Jeff Dilts