

AUSTRALIAN FITNESS NETWORK'S 2003 ARTICLE INDEX

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'H₂O torso tone' by Kerri Parkinson
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'Aquatic resistance training' by Dr Mike Climstein
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'More than instruction' by Laraine Dunn
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'Water exercise and motivation' by Eduardo Netto
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'Bright ideas' by Analee Matthews
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'Opening the doors to new exercisers' by Nikki Clarke
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'Make a difference' by Derek Barton
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'How to become fully engaged' by Joe Cirulli
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'Pilates - optimal safety, minimal liability' by Shirley Archer

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'Fitness entrepreneurs lead the wellness revolution' by Paul Zane Pilser
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Network magazine, Volume 16, Number 3 (August) 2003, p22-23

'Building your business plan: the roadmap for your future' by Damian Geleyns
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Network magazine, Volume 16, Number 3 (August) 2003, p32-35

'How to build a fun culture among your team' by Amanda Bracks
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'Successful marketing to seniors' by Laraine Dunn
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'Predict your club's future by creating it' by Melanie Morson

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Club Network, August 2003, p8-10

'Unleash the power of your referral engine' by Robert Gerrish
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'How to extend the life of your sound equipment and keep service charges to a minimum' by Neil Levin
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'Brand aid' by Ruth Stone
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Club Network, November 2003, p4-5

'Mixing fish and fitness' by Tatiana Kolovou
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'Club profile: Vital Health Club' by Analee Matthews
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'Operating your small fitness business: performance indicators for PTs' by Gavin Aquilina
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Club Network article reviews

- February 2003:** 'Study reveals how to boost your revenue, sales and profitability by studying the real club metrics.' By Rick Caro, *Club Success*, Nov 2002, p18-22; 'Holding press events.' By Ruth Stone, *Fitness Network* (UK), Jan 2003, p28-29; and 'Seven more great ways to use e-mail in your marketing.' By Rick Bennett, *Club Success*, Oct 2002, p8-22.
- May 2003:** 'Boost membership with Friends Are Free referral program.' By Dawn Weinberger, *Club Success*, Mar 2003, p18-21, 'The law of VBR.' By Nicki Anderson, *IDEA Personal Trainer*, Mar 2003, p25-32; and 'The customer experience tsunami.' By Colin Shaw & John Ivens, *Bodylife* (UK), Jan/Feb 2003, No.51, p16-17.
- August 2003:** '50 ideas for clubs within a club.' By Laurie Cingle, *Club Success*, Jun 2003, p8-9, 'The branded program option: when are prepackaged programs effective?' By Amanda Vogel, *IDEA Health & Fitness Source*, Jul/Aug 2003, p40-49; and 'Powerful compensation plan hikes Maryland clubs' sales 20%.' By Victor Brick, *Club Success*, Jun 2003, p18-21.
- November 2003:** 'The health and fitness omnibus survey.' By Mike Hill, *Body Life*, May/Jun 2003, p18-21; 'Club triples its sales with 'automatic conversion' free trials.' By Jim Smith, *Club Success*, Jul 2003, p16-22; and 'Lifestyle coaching - the ultimate empowerment tool for fitness professionals.' By Susan Cantwell, *Can-Fit-Pro*, Jun/Jul 2003, p14-16 and Aug/Sep 2003, p22-24.

Club Network FREE resource CDs

- **February 2003:** job description, induction checklist, interview questions, renewal letter, information handout on weight training, member waiver and reviewed articles.
- **May 2003:** club friendly checklist, direct mail flyer, referral letter, personal training promotion, reactivation piece, information handout on partner training and reviewed articles.
- **August 2003:** marketing pieces for seniors, lifestyle summary, sample comp passes, staff review template, sample program fliers, information handout on eating triggers and reviewed articles.
- **November 2003:** Audio system service checklist, audio system service request form, audio system usage logbook, Fish! philosophy video clip, sample referral materials, information handout on optimal indoor cycling and reviewed articles.

Club Business e-news issues (available at www.fitnessnetwork.com.au)

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'Are you going to bed with your morning coffee?'
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Network magazine, Volume 16, Number 1 (February) 2003, p7

'Drink up - why, when and what?' by Dr Darren Morton
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Network magazine, Volume 16, Number 1 (February) 2003, p16-18

'Nuts and peanuts' by Dr Mike Climstein
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Network magazine, Volume 16, Number 1 (February) 2003, p48

'Breakfast makes for smarter kids' by Analee Matthews
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Network magazine, Volume 16, Number 2 (May) 2003, p7

'Portion distortion' by Matt O'Neill
Information about current portion sizes.
Network magazine, Volume 16, Number 2 (May) 2003, p15-16

'How to be a better weight loss coach' by Matt O'Neill
Strategies to better help your clients lose weight.
Personal Trainer Network, June 2003, p1-3

'The benefits of fish oil for eyes' by Analee Matthews
How fish oil can prevent blindness in the long term.
Network magazine, Volume 16, Number 3 (August) 2003, p11

'The facts on protein' by Joanna McMillan-Price
All the ins and outs about protein.
Network magazine, Volume 16, Number 3 (August) 2003, p56-59

'How do low carb diets work?' by Matt O'Neill
Network magazine, Volume 16, Number 4 (November) 2003, p9-11

'Go fish!' by Dr Mike Climstein
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'Warming up' by Johnnie Cass

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Network magazine, Volume 16, Number 1 (February) 2003, p5

'Never too old!' by Analee Matthews

Profile of 88 year old Jack LaLanne, IHRSA's 2003 person of the year.

Network magazine, Volume 16, Number 1 (February) 2003, p7

'25 years of pumping iron' by Gold's Gym

Recognition of the anniversary of the movie 'Pumping Iron' and its impact on the fitness industry.

Network magazine, Volume 16, Number 1 (February) 2003, p7

'How to become a Network convention presenter' by Liz Dene

Tips to up the chances of submitting a successful application.

Network magazine, Volume 16, Number 1 (February) 2003, p29-31

'Survivors!' by Dr Mike Climstein

A research review of an article addressing the role of exercise for breast cancer survivors.

Network magazine, Volume 16, Number 1 (February) 2003, p48

'Warming up' by Lisa Champion

An inspirational address encouraging professionals to work 'smarter' rather than harder.

Network magazine, Volume 16, Number 2 (May) 2003, p5

'Inspirational tale: David Knight' by Dr Darren Morton

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'Sleep for optimal health' by Tony Boutagy

How sleep influences general health and well being.

Network magazine, Volume 16, Number 2 (May) 2003, p18-19

'Introducing the Australian Institute of Fitness' by Russell Creagh

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Network magazine, Volume 16, Number 2 (May) 2003, p28

'Trapeze fitness - fly high to refresh your body and training attitudes' by Lisa Westlake
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'Mind versus matter' by Dr Darren Morton

Understanding the relationship between the mind and the ability of the body.

Network magazine, Volume 16, Number 2 (May) 2003, p33-38

'Cramps' by Dr Mike Climstein

A research review of an article addressing this topic.

Network magazine, Volume 16, Number 2 (May) 2003, p60

'A little punchy today?'

A research review of an article addressing cardiovascular response to punching tempo.

Network magazine, Volume 16, Number 2 (May) 2003, p61

'The FILEX convention and Australian Fitness Expo went off!' by Analee Matthews

A summary of the success of these two pinnacle events in the Australian fitness calendar.

Network magazine, Volume 16, Number 3 (August) 2003, p4-5

'Oh what a night!' by Analee Matthews

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Network magazine, Volume 16, Number 3 (August) 2003, p4-5

'Warming up' by Nigel Champion

An inspirational address encouraging professionals to the place value on our fitness product that it deserves.

Network magazine, Volume 16, Number 3 (August) 2003, p9

'Take your skills abroad' by Jane Keeley

Useful information relating to overseas work opportunities.

Network magazine, Volume 16, Number 3 (August) 2003, p26-27

'Inspirational tale: Samuel Johnson' by Trent Taylor

Network magazine, Volume 16, Number 3 (August) 2003, p50-51

'Warming up' by Tony de Leede

An inspirational address reminding the industry that it is our time to thrive.

Network magazine, Volume 16, Number 4 (November) 2003, p5

'Stretching the truth' by Cheryl Soleway

Information about flexibility and stretching.

Network magazine, Volume 16, Number 4 (November) 2003, p25-27

'Revisiting the need for continuing education' by Ian Grainger

Continuing Education Credit (CEC) information and sample programs.

Network magazine, Volume 16, Number 4 (November) 2003, p31-34

'Balance, roll and control' by Lisa Westlake

Exercises to enhance balance, core stability and stabilisation.

Network magazine, Volume 16, Number 4 (November) 2003, p36-37

'Women - more overweight than men?' by Lyn Peacock

Statistics and implications of statistics on our industry.

Network magazine, Volume 16, Number 4 (November) 2003, p41-42

'Ten steps to writing more persuasive marketing materials' by Amanda Vogel

Network magazine, Volume 16, Number 4 (November) 2003, p43-45

'Inspirational tale: Charles Pinton' by Dr Darren Morton

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'Hydrate for health' by Dr Darren Morton
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'The power of a partner' by Douglas Brooks
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'Sleep for optimal health' by Tony Boutagy
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'How to beat your eating triggers' by Matt O'Neill
Club Network, August 2003, p12

'Developing the drive for exercise' by Dr Darren Morton
September 2003

'Optimal indoor cycling' by Farhan Dhalla
Club Network, November 2003, p12

'It starts with your feet' by Lance Penn
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**Remember, all articles are available online in the Publications pages at
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