

Special Report: **Marketing & Sales**

fitness

MANAGEMENT

ISSUES & SOLUTIONS

ISSUES

FEBRUARY 2008

PERSONAL TRAINING
Methods to Increase
Participation and Revenue

**MULTI-CULTURAL
MARKETING**
Create a Competitive
Cross-Cultural Environment

COMPUTERS/INTERNET
Better Serve Members
with a Go-To Website

Maximizing Profit

Techniques to Gain a Competitive Edge

PLUS:

- Expanding the Life of Equipment
- Research Update: Core Training
- Purchasing Guide: Cardio Equipment

SUPPLIER

Star Trac Acquires Lamar Health, Fitness & Sports

Star Trac, Irvine, Calif., announced in November that it acquired all products and brands of Lamar Health, Fitness & Sports (LHFS), which offers consumer and vertical market equipment. “The coupling of Star Trac’s design expertise,

marketing, distribution channels and product family with LHFS’ manufacturing and development resources will allow Star Trac to aggressively grow our consumer division,” says Star Trac President and COO Steve Nero.

The products that will now be distributed by Star Trac include brands that were formerly under the LHFS umbrella, including Lamar, Advantage and Ignite. This includes LHFS’

former product line of more than 150 strength and cardio models.

Kevin Lamar will now serve as Star Trac’s vice president and general manager of consumer sales. Lamar and his consumer team are located in the new Star Trac Boulder, Colo., office. Star Trac assumed operations of the Lamar warehouse and is retaining a number of former Lamar employees to work in the Boulder office and warehouse. **FM**

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Star Trac acquired all products and brands of Lamar Health, Fitness & Sports, including Lamar’s TechTower.

FRANCHISE

Franchise Begins Operation in Texas

Team Spirit Fitness Centers, an Altoona, Pa.-based fitness franchise, is expanding its territory, and will soon be opening units in the Houston, Texas, market. The company executed a master franchise agreement that has the potential to bring more than 60 units to the Houston market over the next several years.

Freddy and Lance O’Pry are the area representatives for Team Spirit Fitness Centers in the Houston area. “Team Spirit Fitness Center’s approach to nutrition, exercise and support systems targets the growing [problem of obesity],” says Lance O’Pry. Team Spirit Fitness Centers are designed to attract men and women who normally would not set foot in a typical fitness facility. Members are educated and monitored on healthy nutrition principles, in addition to fitness. For motivation, members create teams that compete against other teams and other franchises.

For more information, go to www.teamspiritfitnesscenters.com. **FM**