

FOSTERING A LIFETIME OF **FITNESS:**

Our Focus on Facility, Friendliness and Fun

By Christa Lawrence, Marketing Specialist, Mundelein Park & Recreation District

Fitness is a life-long journey. It improves our quality of life and can even extend it, but staying committed to healthy habits can be difficult. That is why it is important for a fitness club to understand not only what gets people through the door, but what motivates them to come back. The question park district fitness facilities must ask is "What keeps someone on track and how can we help?" With the growing competition of fitness clubs nearby we must also determine why our members choose us.

With this in mind, we interviewed several of our members at Park View Health & Fitness in Mundelein. We asked them why they chose to work out at our facility. We learned that, while the primary reason might vary from person to person, there were determining factors that were common to all. Our members choose Park View because of our facility, friendliness of staff, friendships made and the fun atmosphere.



“It really makes me feel like this is another extension of home because it is really such a big part of my life.”

One size does not fit all: Park View provides choice and variety for our patron's individual needs.

Park View understands that each person is unique with different interests, motivations and needs. We are a full-service fitness center with a large fitness floor, indoor track, indoor pool, gymnasium, exercise studios and cycling studio. This gives our members a choice in how they would like to exercise.

Rose Nudo-Semask, who manages Park View Health & Fitness, explains, “It is important to provide a variety of fitness equipment and class offerings that meet multi-generational needs. We have different brands of fitness equipment, including Life Fitness®, Cybex®, and Precor® and additions like the Marpo® Kinetic Rope machine, Techno Gym Kinesis One® and heavy bag and speed bag sets us apart from other fitness facilities.”

We offer a wide selection of group exercise classes to ensure there is something for everyone. We offer standard classes like Zumba, Yoga and indoor cycling as well as unusual classes like cardio drumming and kickboxing. Most classes are adaptable for any age or fitness level. Some classes like Zumba Gold target a specific group. The variety of classes we offer helps to keep our patrons interested in working out and prevent their routine from getting stale.

Park View's personal trainers know the importance of tailoring workouts to members' goals. Park View member, Greg Teipel told us, “I like having the workouts built for me. My trainer, Cody, is always changing them up to keep it interesting and challenging. He gives me a different perspective about what I need to be doing to get the best workout. Training helps me to stay motivated. I don't get bored, and it is helpful to have someone to push me.”

Personal trainers at Park View tailor routines to member's personal exercise preference. Jess Stoffel is a business owner and mother of two young children. Because of her busy schedule it is important to plan time to exercise. Jess works with personal trainer Brian Rejman. To keep her motivated, Brian combines a strength workout with Kickboxing. Jess has lost more than 30 pounds since she began the program two years ago. She convinced her husband to start training at Park View as well, and he has lost more than 50 pounds.

Offering customization and variety through our equipment, group exercise and personal training not only helps to keep our members motivated, but provides them with a more effective workout.

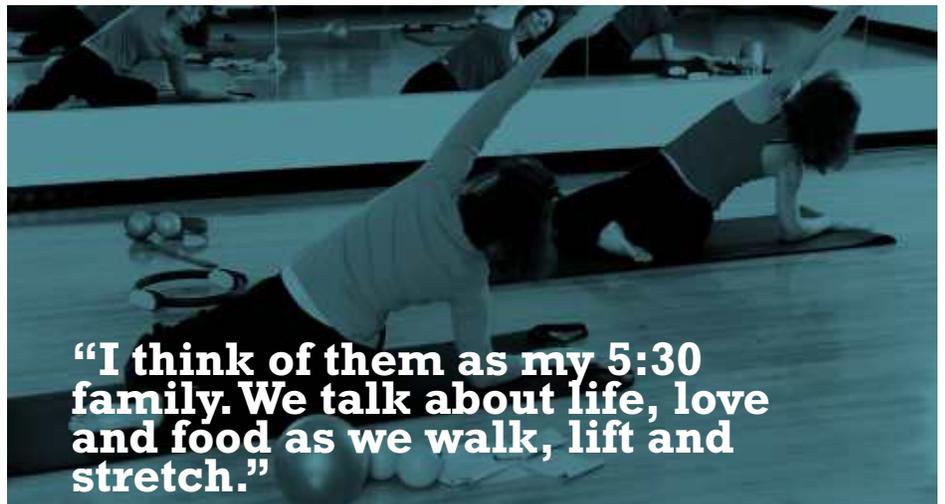
Make it sparkle and keep it working: Our clean and well-maintained facility makes all the difference to our Park View Patrons.

It is imperative to maintain the equipment, and continuously clean the facility. Everyone we interviewed mentioned the cleanliness of Park View. When we asked Jess what she liked about working out here, she answered, “The equipment is great. The hours and location are convenient and you get a lot of the same stuff you would get at other clubs without the expensive membership cost. I used to be a personal trainer at a club and would get frustrated at how long a machine might be down before it was repaired. This can really interrupt a workout routine. At Park View, you know the staff cares and they keep the facility up. They maintain the machines.”

Park View understands that keeping our facility clean and our equipment well-maintained keeps our members safe and healthy.

The “Cheers” Effect: Park View's friendly atmosphere makes patrons feel comfortable, cared about and welcome.

Remember the TV Sitcom “Cheers”—the place where “everybody knows your name?” At Park View, our staff strives not only to be helpful, but to know the names of our members. Members feel comfortable and welcome at Park View. Everyone we surveyed described Park View as having a “neighborhood feel.” Kathy Taylor, a member who often attends Park View with her husband said, “I love all the instructors that I work with. Everyone really makes me feel comfortable here. I've never felt embarrassed. Everyone has always made me feel welcome. I feel like I've gotten to know everybody...at the desk when you come in, everybody recognizes us. It really makes me feel like this is another extension of home because it is really such a big part of my life.” Kathy added that her life has changed completely since beginning water aerobics classes at the Park District. Not only has she lost a considerable amount of weight, but now Kathy is off all her medications and feels terrific.



“I think of them as my 5:30 family. We talk about life, love and food as we walk, lift and stretch.”

Our instructors are knowledgeable and committed to the well-being of each patron. Kathy's husband, Scott, who also lost a lot of weight and feels great since coming to Park View said, “I feel like there is a lot of personal attention from instructors about things I do during the course of the workout where I am corrected or made to modify something or to improve it. That's important. It feels like a personal class.”

Some of our patrons enjoy Park View so much that they have become employees. For example, Mark Tommes, a Marine Corp. veteran, participated in our Healthy Bodies, Healthy Minds program for disabled Veterans is now a lifeguard at our indoor pool. When we asked Mark why he came to work here, he explained, “I love the staff here. It was the staff that made me want to work here. If I ever needed anything, they were right there. Whether I had questions, needed a towel, or just someone to talk to.” He has even recruited another co-worker from his other job to work at Park View.

Keeping our members feeling welcome and at ease means that they not only will keep coming to workout, but that they will feel comfortable asking questions or making suggestions to make their time here effective.

Let the good times roll: Friendships & Fun keep members coming back.

At Park View we foster a casual friendly atmosphere where friendships flourish. This atmosphere has motivated some members to add a little fun to their work out. For example, our Tuesday and Thursday night cycling class has developed trivia nights. Members come with trivia questions to test the classes' knowledge while they pedal. Another example is the Monday/Wednesday/Friday morning aqua aerobics class where participants have become friends. They meet for brunch one Friday each month. By becoming friends, our members can encourage and keep each other accountable. When we asked member Marilyn Chaiken what she liked best about Park View, she replied, “I have met so many nice people at the club that it's become difficult to remember all their names. Kim and Gary are the two people I walk with and we share our stories with each other.”

Member Renee Baude talked about what she liked about Park View. She said, “My past two years at Park View have been amazing for me on a physical level and emotional level. My 5:30 workout has high school kids, an 86-year old man and every age in-between. I think of them as my 5:30 family. We talk about life, love and food as we walk, lift and stretch.”

Park View encourages fun by hosting events like “Sweat with Santa.” On this day group exercise classes are free with a canned food donation to the local food pantry. Classes take on a festive flair. Rose Nudo-Semsak explains, “The tradition of Sweat with Santa started in 1997. I started dressing up like an elf after my first year at Park View. Dressing up like Santa or an elf is a lot of fun. I really enjoy making people smile. The Sweat with Santa is truly a 'feel good' event. We laugh and have fun and know that we are helping the community!”

Park View Health and Fitness knows that by focusing on our facility, equipment and workout offerings as well as cultivating an atmosphere of friendliness and camaraderie, we can help our members to improve both their physical and emotional health. This is what keeps them coming through the door year after year.



630.221.1212

www.williams-architects.com