

Health Club SUCCESS STORY

Club Name: Omni Fitness Club

Location: Middleburg Heights, Ohio (Cleveland)

An interview with Joe Mackey, Managing Partner of Omni Fitness Club.

Background:

Omni Fitness Club in Middleburg Heights, Ohio opened in the fall of 1985. It has over 66,000 square feet of space dedicated to health and fitness for its members. Omni Fitness Club's facilities include an Olympic-size swimming pool, free-weight room, nautilus room, over 120 cardiovascular machines, an indoor track, two basketball courts, two racquetball courts and the infamous "Ab Lab." Omni also offers its members over 40 intense exercise classes consisting of Spin, Step Aerobics, Kickboxing, and Yoga. Omni Fitness club offers something for everyone.

1. What is a challenge you faced with Omni Fitness Club?

At Omni Fitness Club we have a lot of members who are thriving fitness enthusiasts some of which include triathletes and various other competitive athletes. We were looking for new aerobic and cardiovascular machines, some of which were machines that would challenge our members and that were different from the ordinary cardiovascular equipment that you see in every health club.

2. Why was it important to look for new cardiovascular equipment that would challenge your members?

Our club has a good number of high school, college, and pro athletes. We wanted to provide them with the highest level of cardiovascular training equipment that was available on the market. The more cardiovascular training alternatives and the better the cardiovascular equipment we offer our athletes to train with, the more prepared for their sport our athletes will be.

3. Who helped you determine what type of cardiovascular equipment to add to your club?

I consulted with one of our members, Jason Jadgechew, who is now a trainer for the Navy Seals in San Diego, California. I spoke to him about what types of cardiovascular training the Navy Seals did and asked what he recommended. Jason told me that vertical training machines are a crucial part of the training for the Navy Seals. He mentioned that vertical training provided the greatest cardiovascular results for the Navy Seals.

4. How did you implement vertical training into your club and what impact did it have?

After consulting with Jason Jadgechew of the Navy Seals we determined that adding vertical trainers to our



cardiovascular arsenal at our club would provide our members with a cardiovascular conditioning solution. My thinking was that if it was used by the Navy Seals then it would make a great addition for our members and their training regimens.

Jason had recommended that we contact a company named Heart Rate Inc. who made and manufactured VersaClimbers and was a company the Navy Seals purchased vertical trainers from. After visiting Heart Rate Inc.'s booth at Club Industry Show, we ordered vertical trainers for our facility on the spot.

We advertised the new machines to our members prior to delivery of the equipment. Once we received the machines, we placed the machines in a room in our facility where the temperature could be adjusted so we could use heat to increase the difficulty of the machines. The machines were also placed where individuals could compete against one another for increased cardiovascular training benefit. We did this based upon the recommendation of Jason and his Navy Seals training.

5. What impact has adding vertical trainers to your club had?

It has given our health club members more variety and a new challenge in cardiovascular training. We have labeled our VersaClimbers the "Humble Machines." Most people when finished with their vertical training workout, walk away in disbelief at how challenging the workout is. However, our members have reached a new level of cardiovascular conditioning and are in tremendous physical condition. It has created happy, healthy and fit members.

The Bottom Line:

- Omni Fitness Club has competitive high school, college and pro athletes that workout at their facility.
- Omni Fitness Club wanted to provide their members with high level cardiovascular training equipment.
- Omni Fitness Club consulted with one of their members, a Navy Seal on what cardiovascular equipment to add to their club for members.
- The Navy Seals used vertical training as an important part of their cardiovascular training.
- Omni Fitness Club purchased VersaClimber vertical trainers at www.versaclimber.com and it has created a unique cardiovascular solution for their members.