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PRESS RELEASE

FOR IMMEDIATE RELEASE – July 24, 2009

Mid-Atlantic Club Management Annual Conference and Awards

The Mid-Atlantic Club Management (MACMA) held its annual conference in Ellicott City, Maryland on Thursday, July 23rd at the Turf Valley Resort. Over 150 attendees from clubs in MD, VA, DC, PA and DE listened to keynote speakers Geoff Hampton, Club Marketing Resources and Dr. Wayne Westcott, PhD of the South Shore YMCA and Quincy College. Conference sponsors included PRECOR, MATRIX, SPORTSART FITNESS, CYBEX INTERNATIONAL and EXPRESSO FITNESS.

MACMA also presented its **2009 Awards of Excellence. The winners were:**

- Annapolis Athletic Club in Annapolis, Maryland for their Biggest Winner retention program. The “*Annapolis Athletic Club’s Biggest Winner*” contest was successful in getting a significant number of its members to lose weight in a fun and friendly competition and motivating them to reach their goals and solidify the value of their membership.
- Justice Occupational Fitness Center managed by L&T Health and Fitness, in Washington, DC for their “*25,000 ON THE MOVE*”. The *25,000 ON THE MOVE* increased the average daily fitness center usage by 7%; 92 new members joined the fitness center a 40% increase from the monthly average and raised awareness and money for Augie’s Quest, the Muscular Dystrophy Association’s (MDA) research initiative to find a cure for ALS.
- Merritt Athletic Club’s Towson, MD location for “*XRKade – Get in the Game*”, kids programs. “*XRKade – Get in the Game*” reached its goal to involve children in more active daily habits incorporating technology to stimulate their interest and make the physical activities entertaining.

(Photo #1 – Left to Right: Leighann Moll, MACMA President; Elaina Stem, Merritt Athletic Club in Towson; Kelly Maurer, Annapolis Athletic Club; Julia Williams, MACMA Executive Director; Helen Murray, L&T Health and Fitness; Tom Kulp, MACMA Vice President)

MACMA is a non-profit trade association of IHRSA, the International Health, Racquet and Sportsclub Association. It was created by club owners and managers in the Mid-Atlantic region to address the needs of the industry at a regional level. MACMA is dedicated to the education and promotion of the private Health, Fitness and Racquet Club industry in MD, VA, DC, PA and DE.





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MACMA also announced their annual scholarship winners. Seven health and fitness professionals received scholarships from the American Council on Exercise (ACE), the National Academy of Sports Medicine (NASM), the National Council on Strength and Fitness (NCSF), the American Academy of Health Fitness (AAHF), Les Mills and Power Systems. They are:

1. Dani Street, Bel Air Athletic Club
2. Katy Moline, Universal Athletic Club
3. Troy Steffy, Universal Athletic Club
4. Jessica Kent, L&T Health and Fitness
5. Melanie Tucker, Big Vanilla
6. Tamala King, Momentum Fitness Center
7. Giesala Collins, Momentum Fitness Center

(Photo #2 – Left to Right: Tom Kulp, MACMA Vice President; Chuck Hall (receiving award for Melanie Tucker), Big Vanilla; Leighann Moll, MACMA President; Katy Moline of Universal Athletic Club; Julia Williams, MACMA Executive Director; Giesala Collins, Momentum Fitness Center; Dani Street, Bel Air Athletic Club; Tamala King, Momentum Fitness Center; Troy Steffy, Universal Athletic Club; Jessica Kent, L&T Health and Fitness)

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