

On The Move

Award-Winning

MACMA Clubs Are Honored For Excellence

> The Mid-Atlantic Club Management Association (MACMA) recently hosted its most successful conference, bringing more than 150 club professionals together in Ellicott City, Maryland. The highlight of the conference was MACMA's 2007 Awards of Excellence, which recognize clubs' outstanding operations, sales and marketing efforts, and fitness and wellness programming. The winners included the Annapolis (Maryland) Athletic Club, for its Tour de Annapolis program, which increased the club's daily usage by 20%; the Merritt Athletic Club, in Eldersburg, Maryland, for its Get Fit Maryland/Get Fit Kids program; and the SEC Fitness Center, in Washington, D.C., for its 5 STARS for FIT Operations, a system of accountability for staff and operations.

"These awards give our winners the opportunity to share their successes with their peers internally, and the chance to share their best practices within the industry," says Allison Flatley, MACMA president.

The nonprofit association, located in Centreville, Maryland, also announced its annual scholarship winners during the event. Four health and fitness professionals received scholarships from the American Council on Exercise (ACE), the National Academy of



MACMA misses from l., Allison Flatley, president; Laurie Caton, representing L&T; and Cindy Brown, executive director

Sports Medicine (NASM), the National Strength Professionals Association (NSPA), and the National Council on Strength and Fitness (NCSF). The winners were Crystal Champtal, Supreme Sports Club; Serena Pharr, L&T Health and Fitness; Helen Murray, JOHO Fitness Center; and Kimberly Surmann, JFA Fitness Center. ■

Career Moves

Sen. Durenberger Joins Board Of Health Fitness

> Health Fitness Corporation, Inc. (OTC: HFIT), recently added former U.S. Senator Dave Durenberger, of Minnesota, a former chairman and ranking member of the Senate Health Subcommittee, to its board of directors. Durenberger, who founded the National Institute of Health Policy, served three terms in Congress (1978-1995) and sponsored a large number of bills that focused on public

health and safety. During his legislative tenure, he was involved with, among others, the Americans with Disabilities Act (ADA), Continuity of Employment Health Insurance (COBRA), Maternal and Child Health amendments, and measures to support Medicare and Medicaid. In addition, Durenberger also served for 17 years on the Senate Finance Committee.



HFC rep Dave Durenberger

"Health Fitness warmly welcomes Durenberger's substantial health policy expertise to our board," notes board Chairman Mark W. Sheffert. "The senator is

highly recognized and respected nationwide for his extensive knowledge of both business and healthcare. His insight and guidance will certainly accrue to the organization's advantage."

Health Fitness, headquartered in Minneapolis, Minnesota, provides employee health-improvement services to corporations, the health-care industry, and individual consumers. The firm currently serves more than 300 clients globally. ■

Special Events

StrollerFit's First National Convention

> StrollerFit: Exercise with Your Baby, the fitness franchise based in Cincinnati, Ohio, recently held its first annual convention. The StrollerFit Fit for the Future Conference, Expo, and 5K, staged at the Great Wolf Lodge, featured more than 45 lectures, seminars, and workouts, all focusing on family fitness. The speakers included such authorities as Mary Beth Knight, the president of StrollerFit; Catherine Cram, a maternal fitness expert; Stacy DeBroff, a mom marketing specialist and frequent *Today Show* guest; and Dr. Barbara Walker.

"We're so proud and excited to be able to offer this all-star line-up our first time out of the gate," enthuses Knight. "As a fitness professional, this is exactly the kind of conference that I've always wanted to attend." ►