

Fitness News

Inspiring Healthy Lifestyles

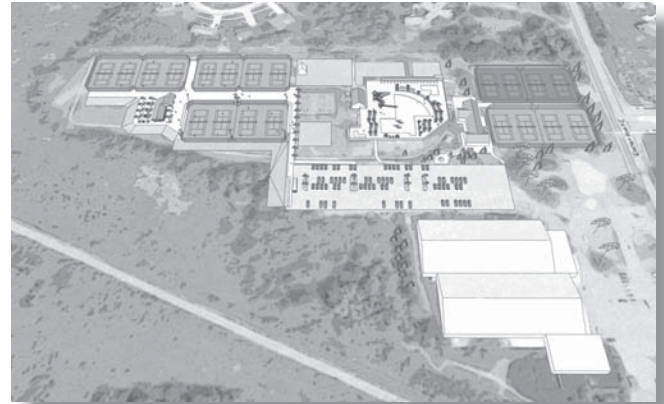
November 2008

FACILITY IMPROVEMENTS AT ALL THREE OF OUR CLUBS!

Yes, it's true! By the time this newsletter hits the stands, the East Hills Entrance Renovation will most likely be completed. We have made this a priority for a number of reasons. These include needed handicapped access at our front entrance; badly needed parking lot and landscaping updating; the installation of a pedestrian walkway for safe access to the entrance from the lower parking lots; preservation of the brick and metal surfaces on the building; better, energy efficient lighting in the front parking lots; new insulation in the front columns and entryway; and lit signage which can be seen from the road.

The MAC is creating more space for kids' activities! As a result of careful study of our membership dues structure and overall facility needs, we have determined that we need to add a space that kids can call their own! We will be converting racquetball court number "8" into a space where kids can stay active and have fun doing so. This space will be devoted to such things as air hockey, foosball and ping pong table games as well as exercise bikes, a Wii system, table shuffleboard, and a Dance, Dance Revolution game. We are also looking at several other possible activities and will make final selections soon. We believe this will add value to the family membership options which are offered at the MAC as well as our Super membership option. The area will have age guidelines for usage and also a daily schedule of operation. Our goal is to have the space ready early in 2009.

OHSS has broken ground on an outdoor pool upgrade, along with the installation of twelve outdoor hard tennis courts. Summer pool members will be happy to know that we are installing an activity pool for toddlers which will be located in the NE corner of the current pool deck. This pool



will include a zero-depth entry along with age-appropriate water toys and sprays. It will have a depth of no more than 20 inches so your toddlers will be able to enjoy their own water space, separate from the large 7600 square foot existing pool!

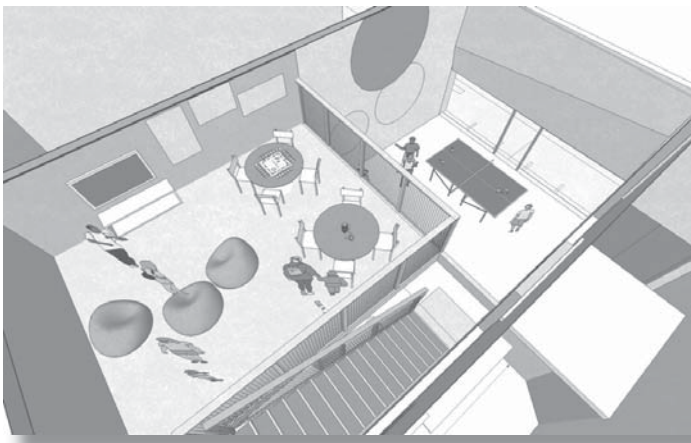
We will be replacing the existing, severely underutilized, soccer field, located on the west end of the outdoor complex, with twelve hard tennis courts. These courts will include four lit stadium courts along with a building housing restrooms and concessions. The courts will service many of our current signature tennis programs, most importantly, our summer WMTA (West Michigan Tennis Academy). There will also be opportunities for us to continue to host such events as the wheelchair practices and tournaments, summer leagues, travel teams, tournaments of many kinds, and member championship events. We believe we will be able to offer our community a state-of-the-art, twelve-court facility which will be used not only to enhance our own members' experiences, but foster partnerships in our community that will benefit our tennis community at large.

Please take a look at the sketches available in the clubs and let us know if you have any questions or feedback. We are excited to make these facility improvements at all three of our clubs. We are committed to our community and to all of you who have taken steps toward developing and maintaining a healthy lifestyle.

MJ Smith
VP SMHMC
EH/OH/MAC



THE MAC EAST HILLS
ORCHARD HILLS



GENERAL MANAGER'S CORNER

Once again the summer is gone, the fall is flying by and we are looking at another holiday season on the horizon! If you took a break during warm weather months from your indoor routine, I hope you have returned with renewed interest and enthusiasm. Our personal trainers are ready to help you customize a workout routine that meets your specific needs. Our group fitness instructors are working hard to make each class a safe and meaningful workout. You probably already know that our youth classes include aquatics, tennis, gymnastics, dance, basketball, martial arts, kidfit, and many more!

I want to remind you that our survey report is now ready and available for your review. Copies are available at the service desks at EHAC, MAC and OHSS. An overview of most areas of the clubs is included along with comments outlining our response. If you have any questions regarding this please don't hesitate to call me and I would be more than happy to chat with you!

With the holidays approaching we will once again offer our holiday gift pack. This year we are offering 8 visits to the clubs wrapped up with a winter scarf/hat/glove set. This is great for a stocking stuffer or to give to that special person as an introduction to our clubs! The best part is that the price is right at \$79.95.

Our pro shops are also stocked with the latest in workout and tennis clothing along with accessories, racquets and shoes. Don't forget we also carry kids' tennis clothing and bags! Gift certificates are also a great choice and can be purchased in any amount you wish. Our "Café East" can also help with your holiday party catering needs!

As we approach this special time of the year I want to wish all of you a happy, healthy holiday season. Whatever your celebration is in the coming weeks, know that we are ready to help with your health and fitness needs throughout the season.

Thanks for your continued patronage and our best wishes to you as we approach the new year!

Best regards,

MJ Smith
VP SMHMC
EH/OH/MAC



REAL MEN DO GROUP FITNESS!!!

Calling all male athletes and non-athletes alike! Do you participate in Group Fitness?? We have great classes for you that can improve your overall fitness level and may help to eliminate back, hip and knee pain – no matter what your age. Please read the email below that I received from one of our male Group Fitness fans!!

TESTIMONIAL

By Dwight Wagaman

Group fitness has been a new adventure for me this year and has proven to be effective in helping me build strength, coordination, and losing weight. I have become stronger, leaner, and overall more fit by taking the Body Pump, Body Flow, and Spinning classes. My weight was 192 lbs when joining East Hills in early December and by late March I was down to 175 lbs and feeling ready for a great cycling and golf season. I now mountain bike, road bike, play golf and attend two to three classes per week and am feeling better than I have in several years.

As for the group fitness instructors at East Hills, you are the best and I appreciate all of the great instruction and motivation that has helped me get fit and feeling great. Thank you very much and keep up the excellent work...

*Sincerely,
Dwight Wagaman*

For a complimentary consultation to help you decide which classes might be right for you, feel free to contact me at your convenience.

Sincerely,
Teri Harmon, EH/MAC Group Fitness Director
224-5444 ext 227

Save The Date!

- Chicago Bus Trip
Nov 12
- East Hills Shopping Nights Out
Nov 28, Dec 12, 22
- MAC Shopping Nights Out
Nov 29, Dec 13
- Thanksgiving All Sports Camp
Nov 24, 25, 26
- Holiday All Sports Camp
Dec 22, 23, 24

I Lost it at the Club!

January 12 - March 9, 2009

Make a commitment to your health.



For additional information visit our website at www.ehac.co

MAC

SALON SPACE FOR LEASE!!!

We have a 200 square foot salon space for lease at the MAC! It is located in the south hallway near the women's locker room and the playroom. If you are interested or know someone who is, please call MJ Smith at 956-8003, ext. 224.

The best prices in town

Just got better!

\$10 OFF

Platform Tennis
PADDLES

Get a jump on the competition with a new Paddle! We have lots of Viking and Wilson paddles to choose from. You've been putting it off too long!

Shop early for the best selection!

OFFER EXPIRES November 30th

COLLECTION POLICIES AND PROCEDURES

The healthy lifestyle products that we offer include various types of memberships, programs and services, and your use of these experiences creates our revenue. Along with operating this business, we incur many expenses that we are responsible for paying in a timely manner, much like the monthly bills you receive at home or in your own business. And just like your checkbook at home or work, we pay our outstanding bills based on the income we receive.

Each month, we require that your membership and house account balances are paid with a credit card on the 1st or checking/savings account debit on the 10th. In January, 2009, we will begin requesting that all outstanding account balances be paid in full each month by the 20th of said month.

Should payment of an account balance not be received by the 1st of the following month, a late fee of 1.5% will be applied to the next statement. The Member account will be considered past due and a note will be placed on the account asking the member to see the Business Office regarding the balance. Follow up phone calls and letters from the Business Office for collection of this account balance will also occur.

If the balance continues to 60 days past due, the account will:

- 1) Have all house charging privileges suspended.
- 2) Be referred to our external collection service.
- 3) Have a \$15.00 fee added to the account for processing the collection.

If payment is still not received, the next step is a separate collection service. At this time, reporting on your credit report for the past due amounts may take place. All payments will be due to the collection company and membership may be terminated.

Sending accounts to our collection agency is certainly not our first choice. I am always available to discuss your situation discretely and confidentially, and we can work out a payment plan to avoid the collection service option. Business Office hours are Monday through Friday from 9:00AM to 4:00PM.

It is also very important for you to review your statement each month. Do not assume that because you have an automatic payment, that it is working each month. We try diligently to contact members when expiration dates are approaching, when automatic payments do not go through, and when there are balances outstanding, but the final responsibility is for you, the member, to monitor your account.

Thank you for your assistance in keeping your account current. If there is anything I can do to clarify this process, please contact me at 616-224-5400, ext 213.

Mike Jager
Finance Director
EH/OH/MAC



Holiday Gift Packs Are Here!

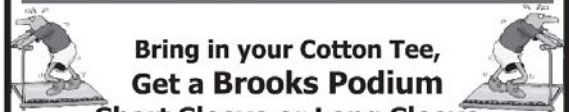
**Holiday Promo Includes:
Gift Certificate for 8 Visits*
Hat, Scarf, & Gloves Set**

Gift Certificate Valid at: The MAC, East Hills,
and Orchard Hills (Indoor Facility)
Gift Certificate Expires: March 31, 2009

Just in Time For the Holidays!

Save Money and Win Prizes!
Anyone who refers a BRAND
NEW member to any of our clubs
will receive a \$50 credit to his or her
account (\$25 credit for students), and be
entered into four different drawings for
a chance to win prizes. Win the Grand
Prize Drawing in February and you
will own a 26" Plasma T.V.!

STOP THE "SOP"



Bring in your Cotton Tee,
Get a Brooks Podium
Short Sleeve or Long Sleeve
"Moisture Transfer Technical Tee"

Short Sleeve **JUST \$ 9.95**
(A \$24.00 value)

Long Sleeves **JUST \$13.95**
(a \$28.00 value)

A GREAT HOLIDAY GIFT!

LIMITED OFFER ~ All cotton tee shirts will be donated to "In the Image"

Session 4 Begins January 5! Look For Your Program Guide!

**FRIENDS
& FAMILY**

25% OFF CLOTHING

East Hills
the MAC
Orchard Hills

November 1 ~ 30, 2008

Offer does not apply to Stop the Sop, Previous purchases, Team orders or Gift Certificates.

Located in EAST HILLS and The MAC:

GR SportsCenter
SPORTS MEDICINE

Jessica Kirchner, MSPT

Physical Therapy
Sports Medicine
Gait Evaluations
Performance Enhancement
Biomechanical Screening
Injury Prevention
(616)233-3599