



The International Health, Racquet & Sportsclub Association is a not-for-profit trade association open to investor-owned and member-owned fitness, racquet, and athletic facilities. Associate memberships are available to manufacturers or suppliers of products and services of use to IHRSA members.

800-228-4772 USA & Canada
617-951-0055 International
617-951-0056 FAX
ihrsa.org
healthclubs.com
E-mail: info@ihrsa.org

IHRSA Board of Directors

Bill McBride: Chairperson
Club One
415-477-3000

Kay Yuspeh: Elite Sports Clubs
262-786-0880

Richard Bilton: Companhia Athletica
+55 11-5188-2000

Carol Nalevanko: DMB Sports Clubs
480-609-6979

Brent Darden: TELOS Fitness Center
972-458-2582

Scott Gillespie: Saco Sport & Fitness
207-284-5953

Christian Pierar: De Fitness Organisatie
+32 9-232-5036

Jasmin Kirstein: My Sportlady Fitness
+49 89-201-4248

Robert Brewster: The Alaska Clubs
907-337-9550

Molly Kemmer: MediFit
303-525-5392

Mark Stevens: Houstonian Hotel, Club and Spa
713-685-6888

Ervin Zubic: Lifestyle Family Fitness
727-456-3100

Art Curtis: Ex-officio
Curtis Club Advisors
203-314-9264

Macro Meditations

“The only constant is change, continuing change, inevitable change—that is the dominant factor in society today. No sensible decision can be made any longer without taking into account not only the world as it is, but the world as it will be.” —Isaac Asimov

Asimov’s observation is more relevant today than ever before. We’re subject to, and constantly responding to, a flurry of new developments, while, simultaneously, attempting to effect positive changes on our own.

If the fitness industry were to address the issues and situations that confront us right now, we’d have an excellent chance of having a profound impact on the common good. What are those conditions, what are those factors?

The most obvious one is the current inactivity/junk-food/obesity epidemic. Our industry offers viable solutions—regular exercise and sensible eating—and while we accomplish much on this front, we’re still not reaching a critical mass of adults.

We must also do more to serve the needs of young people, families, and schools. We need to rethink and reinvent our industry in order to attract the 75% of adults who never enter our doors.

And, of course, you may have noticed that healthcare costs continue to climb.

A practical, attainable solution will arise when all of the parties involved—the insurance and healthcare industries, employers, government agencies, and prevention and chronic-disease-management programs, including those offered by clubs—all begin to function together. We can initiate this process by working more closely with physicians and corporations.

In our industry, among the changes that we’re seeing are the emergence of better-educated consumers and club members with higher expectations. We need to strengthen our relationship with them by studying, coming to understand, and listening to them even more assiduously. The means to do so are at hand: innovative technology, better business systems, and what we do best—a human touch.

Broadly speaking, we need to act with greater transparency and integrity, and to adhere to high standards, such as those embodied in IHRSA’s Code of Conduct. We need to recognize and value the importance of the association and the collective industry voice it provides. You can assist by contributing to its Industry Defense Fund and by visiting the advocacy center, ihrsa.org/advocacy-center.

Let us stand together as a community, sharing information and experiences, bringing buyers and sellers together, and working both individually and collectively to grow, protect, and promote this amazing industry. If we do, we’ll change the world for the better! —

— Bill McBride, Bill.McBride@ClubOne.com



Bill McBride
IHRSA Chairperson