

Trends & Leadership Ideas from REX Members Worldwide

WELCOME



Eddie Tock CEO & Chair REX



JT Tamsett Chair REX



Brent Darden Chair REX



Allison Flatley Chair REX

SESSION PLAN & OBJECTIVES

- **✓ Introduce REX Roundtables for Leaders**
- **✓** Explain the difference between trends and fads
- **✓** Share innovative ideas from REX Members
- **▼** Explore outside the industry experiences
- **✓** Highlight PT successes from REX Members
- **✓ Understand today's employee needs**
- **✓** Review professional development tools
- **✓ Invite you to REX Leadership Academy**





27 REX ROUNDTABLES WORLDWIDE

18 REX Roundtables in North America

5 REX Roundtables in Australia

4 REX Roundtables in Europe

Over 250 US REX Members

Over 350 REX Members Worldwide

Over 3,000+ Clubs

Improving the Performance of your Business and the Quality of Your Life



www.REXRoundtables.com



The REX Team
Our Chairs have all been members of a REX Roundtable and
experienced the benefits



WHAT HAPPENS AT A REX MEETING

- Business Updates
- Personal Updates
- Million-dollar Nuggets
- Solving Business Challenges

- Visits to Member Clubs
- Field Trips to Outside of Industry Businesses
- Helping Each Other Get Better



5 REASONS WHY REX

- Gain a team of consultants and peer board of directors
- No competitors
- Improve quality of life and business
- Complete confidentiality to ensure open and honest conversation, sometimes brutal honesty
- Money back guarantee



WHY REX ROUNDTABLES IS SO UNIQUE

- Shared Leadership
- Shared Best Practices
- Shared Metrics
- Three Gatherings A Year
- Club Visits
- Deep Thinking Process
- Trio Meetings
- Three Agendas
- Action Planning
- Peer Accountability
- Three Gifts/Gathering
- Visiting Speakers
- Helping Hands
- Field Trips
- Executive Skill Assessments

- REX Business Reviews
- REX Resources
- REX Business Reports
- REX Book Reviews
- REX Safaris
- REX Slack
- Rifle Shots/Cannonballs
- Wind Tunnel Testing
- Collaborative Innovation
- Critical Goals Accountability
- Deep Personal Development
- Trusted Suppliers
- Coaching Habit
- Question Storming
- Getting Better Team

And just a few resources at our fingertips to help you

Enhancing the quality of your business and life

www.REXRoundtables.com

REX RETENTION STUDY by The Retention Guru, Dr. Paul Bedford

Top Takeaway:

- Average membership in a REX Member's club = 14 to 24 months
- Average membership in a NON-REX Member's Club = 7 months







What's the difference between trend and a fad?





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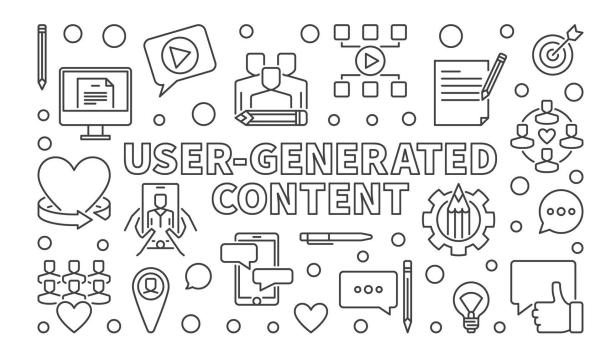


I'm going to share:

- Out of industry trend User generated marketing
- In industry trend knowing the buying cycle

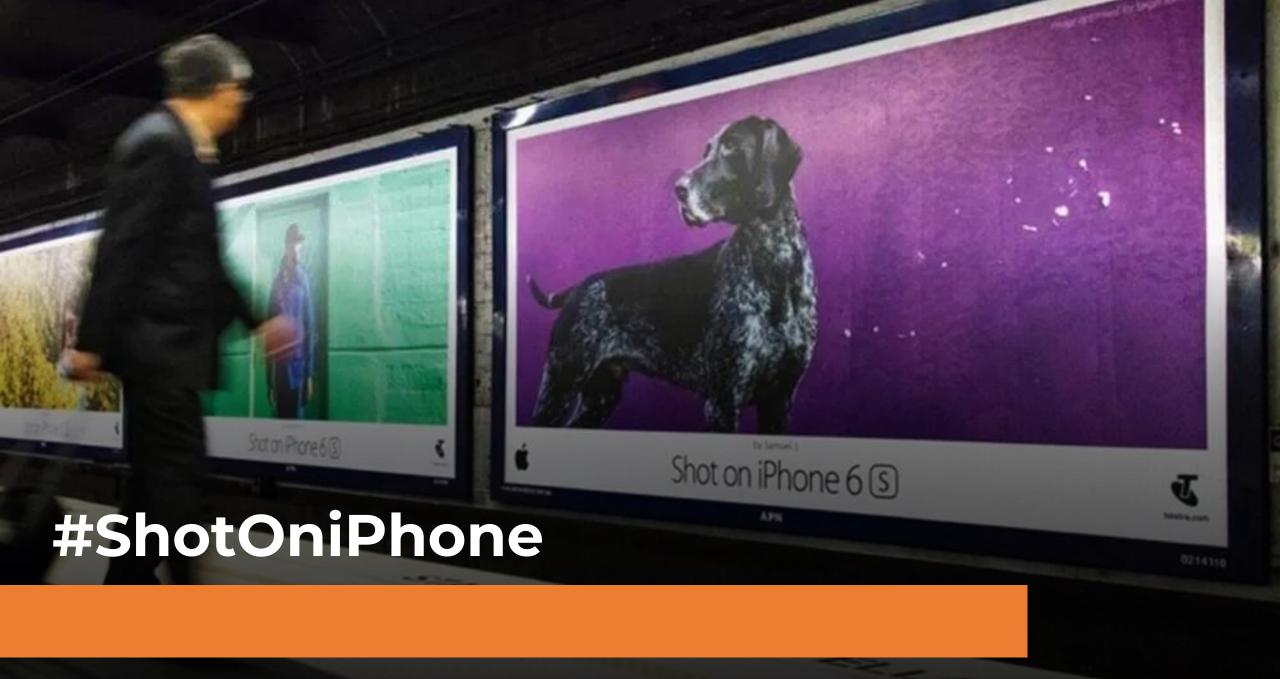


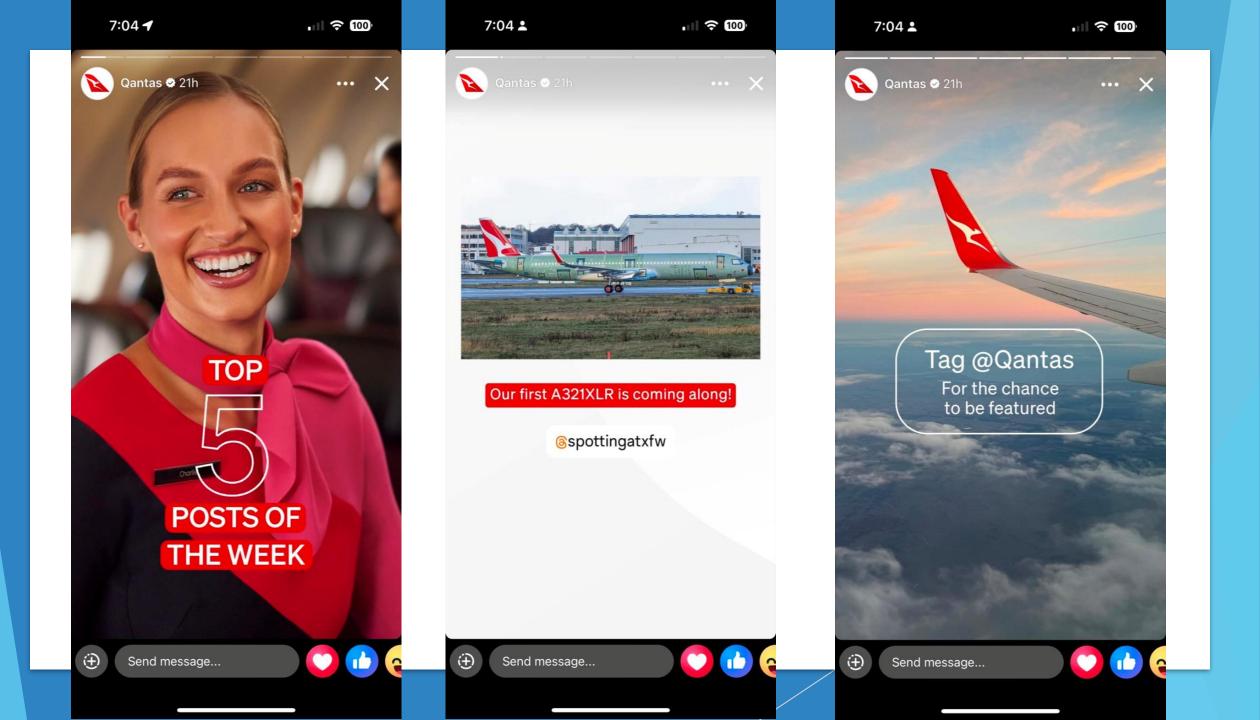
Most
Underutilized
Marketing
Strategy In
Our Industry





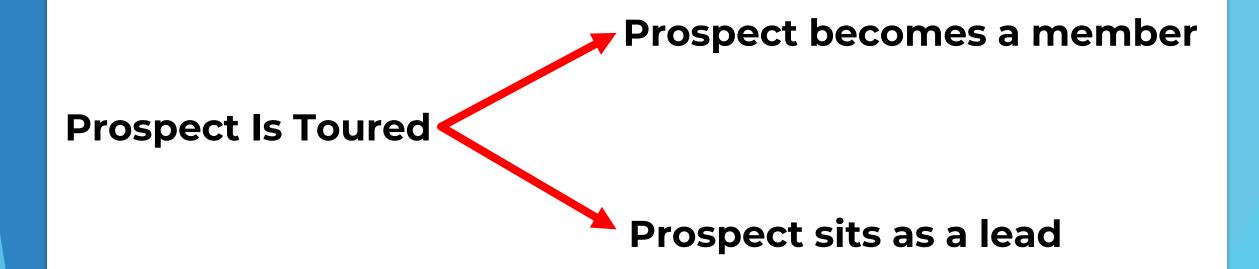








MEMBERSHIP BUYING CYCLE





DETOUR

US Data

410 membership inquiries to North American Gym Operators by Keepme

- 58% didn't reply to email inquiries. Those that did took an average of 4hrs to reply
- 61% did not respond to Facebook inquiries. Those that did took >17hrs to reply
- 52% did not respond to Instagram inquiries. Those that did took an average of 37hrs to reply

Australian Data

500 membership inquiries to Australian operators by MysteryShoppingForFitnessBusiness.com.au

- 43% didn't reply to inquiries made via calling, emailing or social media
- 12% did not call (despite the request to call & the number given) and they kept communicating on the initial platform of enquiry
- 5 hours and 22mins was the average time to reply to an online inquiry
- When they did contact inquiry, 58% scored less than 50% in quality of call

MEMBERSHIP BUYING CYCLE

Prospect Is Toured

How long is this time in your business?

Prospect becomes a member

Prospect sits as a lead





INNOVATION STRATEGY

Fast Harvester Me Too **Innovator Follower** Duplication of major On-going program of Duplication of Optimization of and minor advances new products, current business major advances Advanced ability to services, and Little investment Some ability to manage change extensions in new evolution manage change On-going program Advanced ability to Some investment of competitive execute and change intelligence and Advanced customersome customer facing orientation and research capabilities Higher investment Significant investment



thrive Partner Program

FITNESS OPERATORS

thrive livethrive.co

Partner Program | 1

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What is Thrive?

At Thrive, we provide telehealth access to advanced medical weight loss solutions and testosterone replacement therapy, coupled with holistic support of fitness and nutrition.

Our approach is tailored by our medical and fitness experts to meet your unique needs. We believe medicine is only part of the solution. Looking for a personalized, straightforward, and holistic approach to your wellness journey? Join us at Thrive.





Thrive offers medical weight loss and oral testosterone replacement therapy medications

GLP-1s

These medical weight loss drugs do more than just lose the weight—reset metabolic rates, increase insulin sensitivity, and gain sustainable lifestyle changes to continue seeing results!



Oral Testosterone

Testosterone replacement therapy (TRT) medications are designed to revitalize your energy levels, build lean muscle, and enhance your overall well-being.

Choose which medications to provide your audience

- Only Medical Weight Loss with thriveglp.com
- 🌑 Only Oral Testosterone with thrivetrt.com
- Both medications with livethrive.co

thrive livethrive.co

Partner Program | 5

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MEMBER Year In Review

We sent emails to our members that included **THEIR** 2024 highlights

- Number of Check Ins
- Their Percentage Ranking of All Users
- Most Used Location
- Most Frequent Day
- Busiest Month Time of Day





Greg we are excited to share your year in review:

You checked in 126 times.

You are in the Top 30% of all club users.

Gause is your favorite location!

You attended mostly on **Monday** and you were here the most in **August**

Are you a *Morning Bird*, part of the *Lunch Crew* or a *Night Owl*? Based on the times you use the club, your nickname is **Night Owl**

You keep the family in Family Fitness! Your kids visited the Youth Activity Center 40 times. And they love being here because they stayed 60 hours and 26 minutes.

Stay Tuned To Your Email & Social For Upcoming New Year Guide





Screen shot this graphic and share on social, be sure to tag us: @CrossGatesFamilyFitness

RESULTS

Social Media exposure was fantastic Members kept







We Got Zen







RAC's Membership Newsletter

Sweetheart



New Free Weight & Turf Area Opens

We're excited to announce that our new free weight ar February 3rd! This expansion adds 4,000 square feet even more room to lift, move, and train.

What's Inside?

- 10 Half Racks
- 2 Olympic Benches
- 3 FILDBIILIES
- 10 Multiple Adjustable benches
- 4 Dumbbell Racks

Two Upcoming Maintenance Projects

- The main stairway to the locker rooms will be closed on T stair treads will be replaced after we close on Monday, Febru day to dry. Members can use the fitness floor stairwell or the
- The men's steam room will be closed for maintenance from through Friday, February 7th. It needs caulking and drying tir

See you at the club!

Brent Frueh

General Manager Rochester Athletic Club (507) 287-9305 Phone bfrueh@ragmn.com Email

TIP OF THE MON

RAC Dietitian, Kaitlin Thompson

The FDA has recently updated their criteria for which packaged for nutrient content. One aim with this update is to encourage America sugar. Current guidelines set by the American Heart Association re grams per day of added sugars for men, and no more than 25 gran Common culprits of excess added sugars are soft drinks, baked go certain yogurts.

Missed our most recent webinar? Click here

NEWS



RAC B

We're hosting a

February 12th

7:45 am - 3:00 pm

Appointments are Required!

To make a RAC Mobile Blood Drive appointment:

Go to www.blood-donor-programs mayoclinic ord



EGYM RAC 2024

YEAR-END STATISTICS

9.9 year drop in BioAge!

21.3% increase in strength!

COMING

IN 2025

We are so excited to statistics for 2024!

We had an average and an average 21.3 among EGYM users

Need a refresher? at sboring@racmo

Base Car

Are you looking for to be a part of a tea your physical body a and wellness? If so place for you! Launc Weight area opens, new small group trai you real results that will help simplify you experience by remo thrown at us daily by stronger, more musc and have fun exerci individuals at all leve wellness journey. Fo emailsboring@ Activities Desk to sig

RAC Met

Metabolic Testing is spot in the RAC App



Saturday, Febru 6:00 - 8:00 pm

Bring your family, f and join us for our The evening will be refreshments, and formal attire is reco

All ages are welco Sign-up required for that are 2 years of

Contact: Jessica Location: Gym 3 Fee: Members: \$25

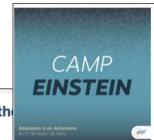
Sign up: At the Act or through your En

Registration Dead Wednesday, Febr

Cancellation Policy: You must cancel at least 48 hours prior to the event or you will be charged in full.

Camp Einstein

Our non school day camp for children ages 5-12 is designed to support parents. We are committed to providing a quality and memorable learning environment for your child. Camp Einstein runs on non school days that are not associated with federal/state holidays and follows the Rochester Public Schools District calendar. Camp includes morning snack, lunch, and afternoon snack.



Camp Einstein Dates for 2025:

Wednesday, March 12 Wednesday, May 7

Spring B

Enrollment \$60/day per child Available to members only

Contact Jessica Gravenhof for more information.



Shake Special

Be sure to try our current smoothie special -The Resolution Lifet Almond milk blended with barnan, pinespile, kale, honey, lemon, and vanilla whey. Featuring just 240 calories for a 20 ounce with 25 grams of protein and 4 grams of fiber.

Grab it in The Market before February 28th!



Sound Bath Meditation

Location: Mind Body Studio Time: 12:00 pm - 1:00 pm \$15 fee for members/\$27 for non-members

Sound Bath is a meditative experience where participants are bathed in sound waves. Liste to sounds created by the Sound Bath performer and have your own unique, relaxed meditative, or therapeutic experience! This offering is more in-depth than the weekly Sound Bath offering: more instruments, two performers, and an hour length.

Upcoming Dates: February 2nd

February 16th

Register through the RAC app or stop by or call the Activities Desk at (507) 287-9300.

Inflatable Fun!

Come play on The Neighborhood's inflatables. Inflatables are free for all, and no sign-up is required. Socks are required.

> February 7, 8, 9 February 21, 22, 23 Friday - 4:15 pm - 8:00 pm Saturday - 9:30 am - 7:00 pm Sunday - 9:30 am - 7:00 pm

Online Flash Sale for Personal Training



Dear {first name}

We noticed you've trained with us before, and we'd love to see you back! For the next **3 days only**, we're offering an exclusive **flash sale** on personal training sessions with our **Master Trainer Brent Emmison** – but spots are limited and filling fast! Click here t view Brent's availability and save 50% of his regular rate of \$125 per session

Special ORer: Discounted rates on Brent's available sessions through [insert date]

- Why Book Now?
- ✓ Personalized coaching tailored to your goals
- ✓ Expert guidance from one of our top trainers
- ✓ Limited availability once these slots are gone, they're gone!
- Check Availability & Book Now: [Insert Booking Link]

Don't miss this opportunity to get back on track with your fitness goals at an unbeatable rate. <u>Book your session now</u> before Brent's schedule fills up! See you in the gym,

★ Truemed.

Truemed Overview

How it works



Pre-tax dollars

A Health Savings Accounts (HSA) or Flexible Spending Account (FSA) lets you set aside and spend money before income taxes - but options are limited.



Letter of Medical Necessity

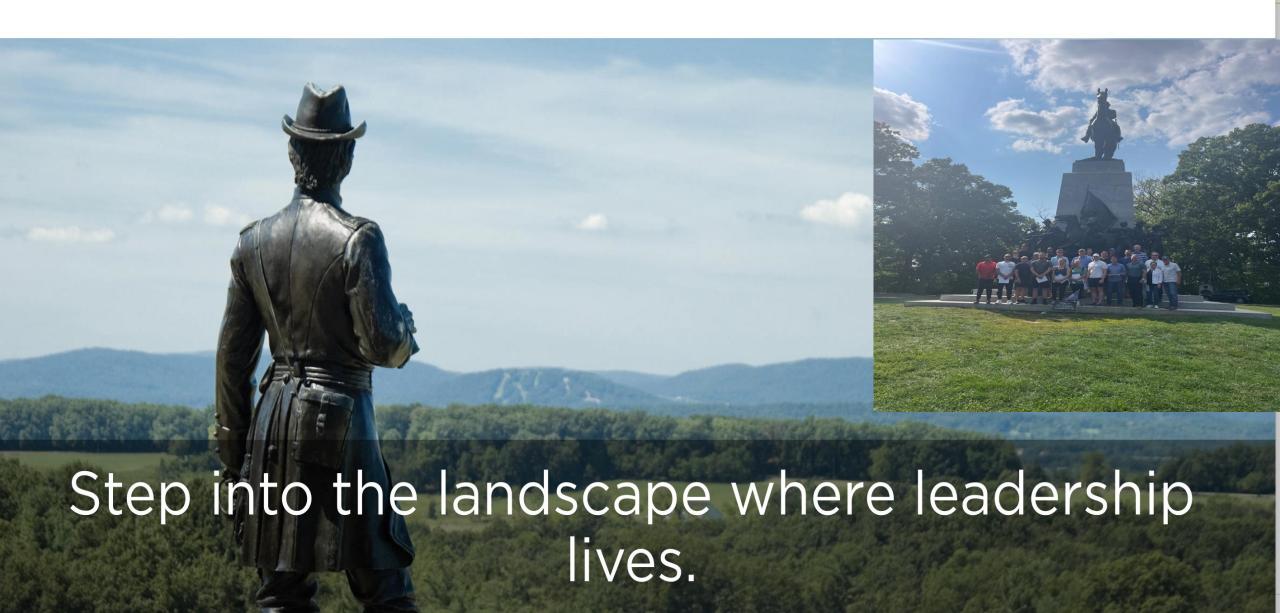
Truemed connects customers with a medical practitioner to determine what products or services may **treat, mitigate, or prevent** certain health conditions.

Unlocked spending!

With a Letter of Medical Necessity, eligible purchases can be reimbursed from HSA/FSA money.



GETTYSBURG®

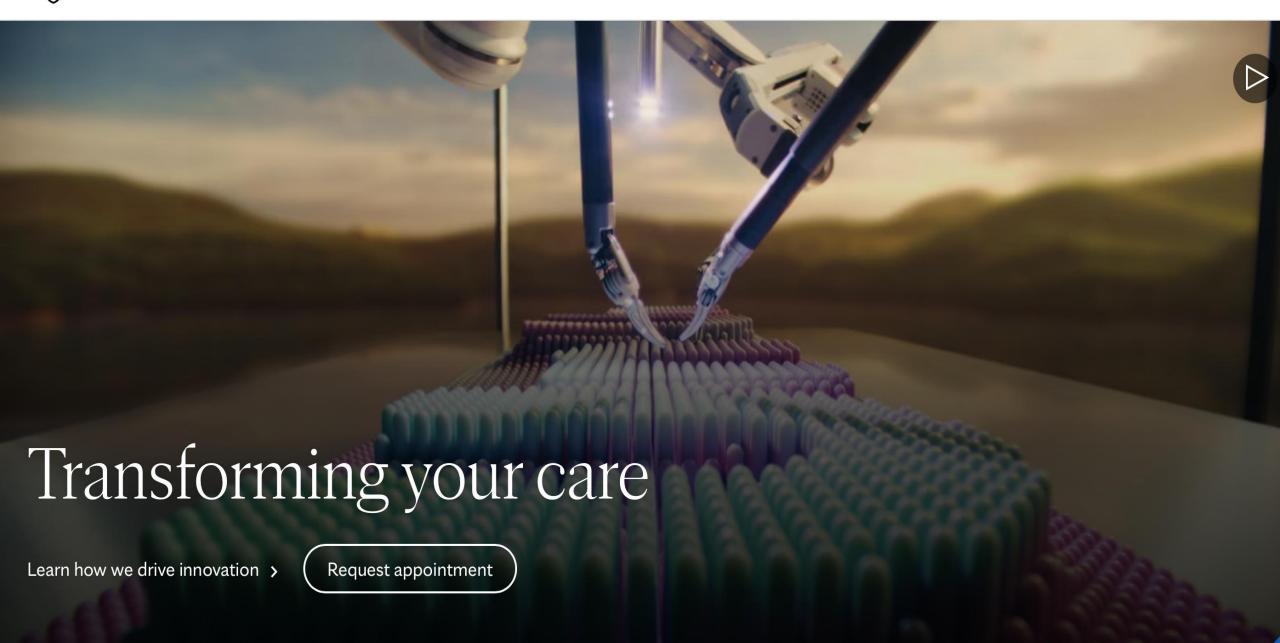


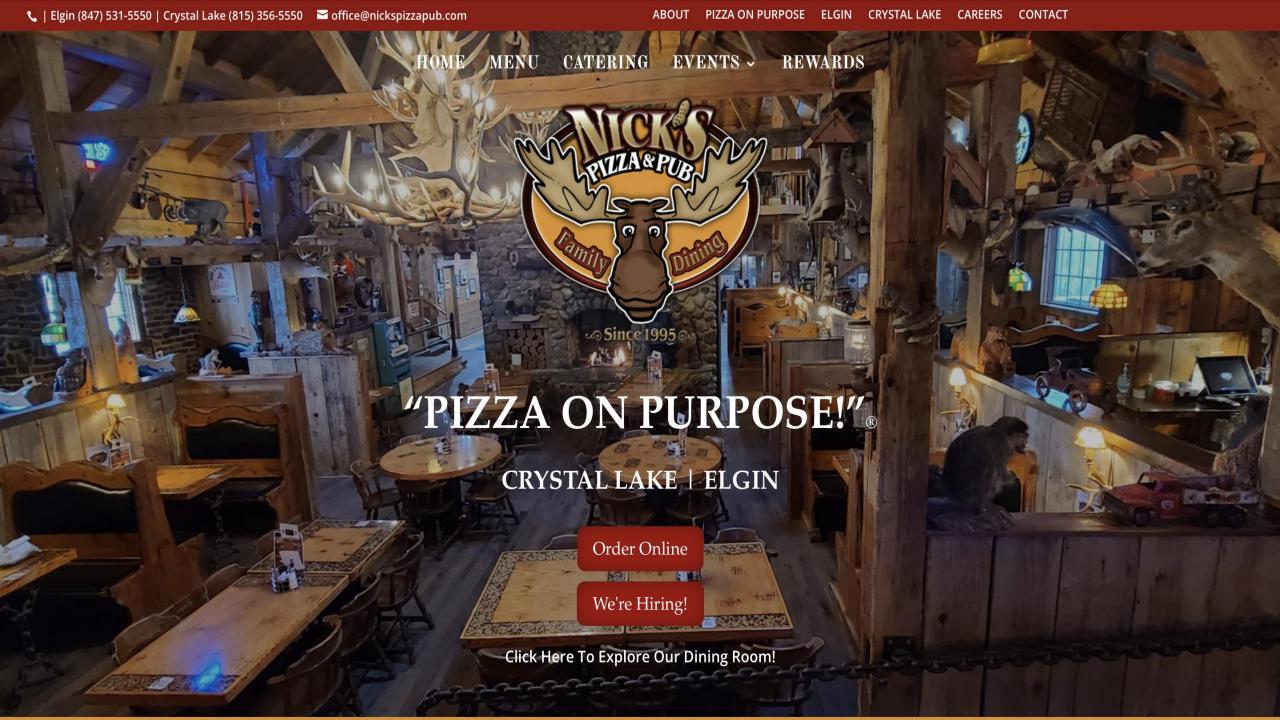
Care at Mayo Clinic 🗸 Health Library > For Medical Professionals > Research & Education at Mayo Clinic

Giving to Mayo Clinic 🗸

Request appointment O Log in O





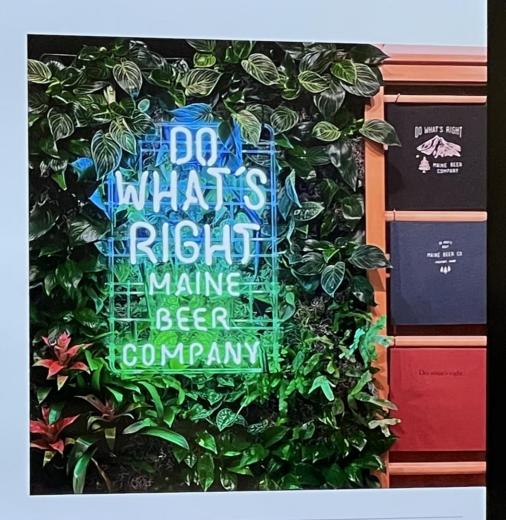


Discounts for All Employees

- Employee pricing on merchandise
- 50% food discount and \$3 employee salads (one salad per day, 50% off add-ons)
- 30% off Toad & Co.
- 15% off Carhartt Maine Mall location
- 20% Pleasant Street Dental

Philanthropic Benefits:

- 1% for the Planet Monthly Employee Scholarships
- MBC will match any employee donation to a 501c3 of their choice (max twice per year, totaling \$100)
- MBC will split the cost of one charitable race registration per year (up to \$50 or \$100 if the organization is a 1% for the Planet member)





67% From New England 28% From Away / 5% International



Have volunteered at, or donated to a nonprofit in the last year.



Call Maine Beer Company the brewery they have ever works



Play an instrument including vocal percussion, viola, pan pipe & kazoo

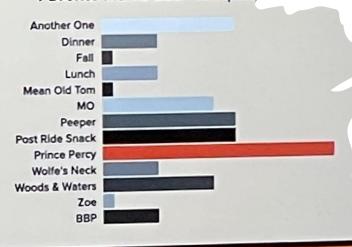


58% Ski / Snowboard

Right-handed 5% Left-handed 1% Ambidextrous



Favorite Maine Beer Company Page



I traveled to Nepal and trekked in the Himalayas

I have played music in 14 countries

I'm a published archaeologist & paleoanthropologist

I am currently writing a novel

I am a Zamboni driver

I grew up in a really haunted house

I used to be a voice over artist

I enjoy cold plunging year-round in the Atlantic Ocean

Certified rescue scuba diver

Avid mushroom for

Treasurer of an arts nonprofit

I am a published poet

I've visited 33 different countries

I am bilingual

I've visited every Trappist brewery in Belgium





Play Troon ~

Troon Access NEW

Management Services ~

About Us v

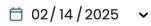
Sign up

② Log in

Your Next Round Awaits

Explore the world of Troon and find the perfect course for your next round.





2 players

(L) All day

FIND A TEE TIME



ABOUT US VOUR APPROACH VOUR SEAFOOD RESOURCES CONTACT CAREERS SHOP NOW V

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1967 Tiny packages... big ideas!



Blue Print

Services & Solutions

Careers

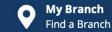
All Products

Search keyword, model or part number

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United States - English

My Account
Sign In or Register









A Enterprise Partnership











Safety Solutions 🎄 Government 🎁 Engineering Expertise 🏗 Construction Solutions 🔗 Metalworking Support



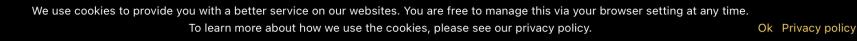


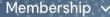




TICKETS - STORE BANANA BALL SCHEDULE ABOUT US TEAM







Live Without Limits

Fountain Life is the world's leading science-backed longevity center, powered by Al.

Get Started

How it Works









TRAINER RECRUITMENT



Dayton McPherson Assistant VP of Fitness

Trax Training & Fitness Center 1) Job Posting



Personal Trainer



PT & Stretch Coach

PT & Nutrition Coach

- 2) Multiple revenue streams
- 3) Come "Grow Your Business"
- 4) Healthtrax University
- 5) POS coaching session or assisted stretching session

January 2024 - 63% Closing on all consultations

TRAINER EDUCATION



Matt Mallard
Director of Personal Training and
Director of Education

- Personal Training Mentor
- Dedicated mentor team
 - ▶ 5-6 on team
 - ▶ 5+ years experience
 - ▶ 2,000 hour of training
 - ► Paid very close to training rate
- ▶ 1-2 hours/week with new trainers
- Mock Clients from parking lot to exiting club



2024 - 93% Retention Rate in PT

PT DATA - Club Revenue

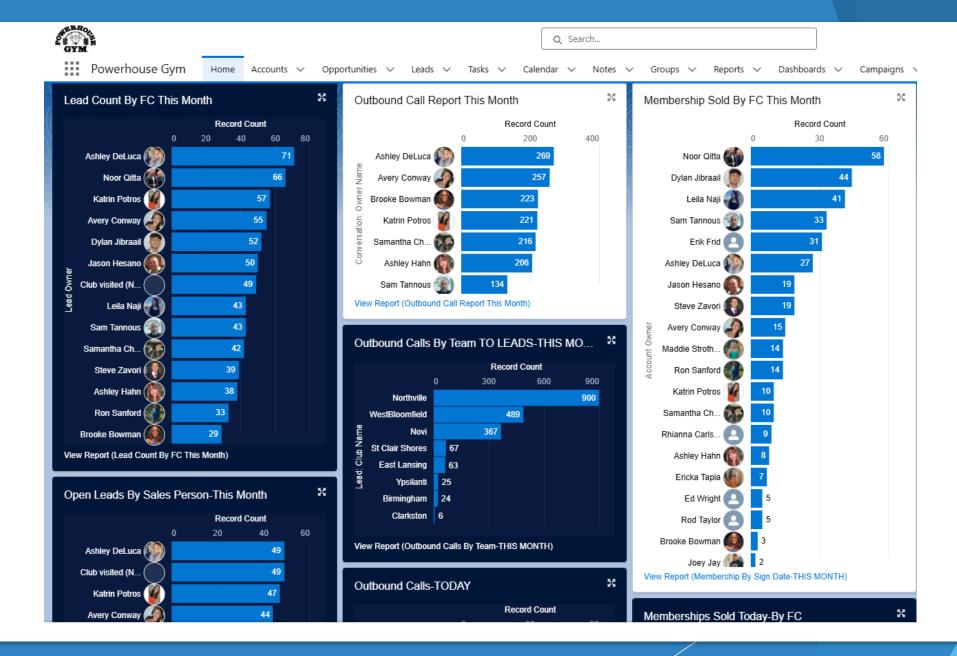


Brian Kaddis Director of Sales



- Data Driven Dashboard
- Accountability live insights
- ► Touchpoints lots of calls







TRAINING & DEVELOPMENT BEST PRACTICES

- Micro-learning
- Self-directed
- Specific to individual
- **▶** Colleagues create
- ► Leaders care for "human"



Personalized Staff Training Retention by 94%

Engagement by 15%

Productivity by 14%



The most coveted skill in the future of work will be making the person in front of you:

Feel Seen

Feel Heard Feel Valued

Just 35% of leaders say their organization provides training and evaluation on relational skills

Truly great leaders
(now and in the future)
don't spend time
fixing what's wrong
with people

They spend their time revealing & then cultivating what's best in their people



ASSESSMENTS

FREE ONLINE ASSESSMENTS	MOST POPULAR PAID ASSESSMENTS
Are You an Introvert, Extrovert or Ambivert? – most important thing you need to know about yourself	CliftonStrengths (formerly StrengthsFinder) – find your natural talents and how to maximize your strengths; 5 top talents; \$59.99
Are You a Highly Sensitive Person? – A misunderstood trait; not emotionally sensitive	<u>Strengths Profile</u> – easier to understand; low-budget; \$18
Sparketype – simple quiz; find out your archetype for what truly sparks you and what really drains you	Myers-Briggs Type Indicator (MBTI) – spectrum of important temperament ranges; career direction; \$59.95
<u>5 Love Languages</u> – self discovery; clarifying how you relate to others; a great tool for couples, friends, or colleagues to understand each other better	Enneagram (9 Personality Types) – Use the (low-cost) paid version for accurate results; professional interpretation, \$40
VIA Character Strengths – classic strengths; character and values; great for self-awareness and career/life decisions	

SWOT

Strengths

- What you do well
- What do other people ask for your help
- What is unique to you
- Greatest achievement

Weaknesses

- Weak area
- Tend to defer
- What areas do you have fewer resources
- Areas others avoid asking for your help

Opportunities

- How and where can you leverage strenths
- Opportunities open to you
- Who could support you

Threats

- What others do better than you
- Any weakness that is limiting
- Is there something you need to address right now





The Superhero



You are the Hero of your own story

Name:	Company:
The business I am in My title Teams, Clubs, Programs, I can elevat	Time in present position
2 My most important accomplishments:	3 Strengths - what I do well:
The areas I want to improve or the skills I most need to develop:	5 Things I value and care deeply about:
6 Things that upset me most:	The one thing I would like to change most in my life:
The most important thing I need to accomplish in the next year:	Where I want to be in 3 – 5 years:
What "grounds" me - family, hobbies, interests, beliefs etc:	The biggest obstacle or challenge I have to overcome:
The word that best describes me as	t work:s a person:am:
My Big Hairy Audacioous Goal:	



Big Life Plan

STAFF TRAINING



Babs & Chris Adams
Owners



- 1) Frequency Daily, Weekly, Monthly & Quarterly
- 2) Top Leaders Training, Monthly:
 - How to be a Leader
 - Positive Motivation for Yourself & Team
- 3) Money Team, Training Twice a Month:
 - No Debt; Profit First System
 - Long Term Investing
 - Trading ETF's, Stock Options & Crypto
- 4) Women's Group
- 5) Marriage and Family Guidance
- 6) Time Management with Daily Planners

WALK IN MY SHOES



Tavia Patusky
Wellness & Fitness Director



- Developed by staff
- Opportunity for staff to be a role model and mentor
- Staff develop a lesson/coach plan and are paired with a team member interested in that topic
- Sessions are between 1-4 hours and can be on any topic the staff feels would benefit a peer
- **▶** Topics include
 - Time Management
 - Presentation Skills
 - Creating Connections

LEARN MORE TODAY AT 1:30 PM





Who Should Attend:

- Club & Studio Owners
- Club & Studio Managers
- Department Managers
- Aspiring Business Leaders



Optional Guided Club & Studio Tours: July 17-18 in New York City

THANK YOU

For a copy of slides & to save \$100 off registration by March 21, 2025:

Eddie Tock CEO & Chair REX Roundtables for Leaders

Eddie@REXRoundtables.com 914-643-3207



Exclusive Offer