

Special Report: **Retention**

# fitness MANAGEMENT

ISSUES & SOLUTIONS FOR FITNESS FACILITIES

OCTOBER 2008

## **IMAGE BRANDING**

Creating and Maintaining the Right Image

## **LIABILITY & SAFETY**

Hiring and Training Staff for Retention Results

## **FITNESS ASSESSMENT**

Benefiting from Happy Members by Providing Fitness Results

## **Managing Members**

**Solutions for Keeping Your Current Customers**

### **PLUS:**

- Meet the Experts: Beverage Bars
- Science Update: Cardio Training
- Purchasing Guide: Locker Room Products

## Green Skyscraper THECLUB AT HEARST CORP., NEW YORK, N.Y.

These days, most people are looking to not only be as “green friendly” as they can themselves, but they are also looking more favorably on companies that are “going green.” Which gives theClub at Hearst Corp.

in New York City an advantage over its competitors. Managed by Plus One Fitness, the Club is located on the 14th floor of the recently completed Hearst Tower, which has earned the Gold Certification in Leadership in Energy and Environmental Design (LEED).

The eco-friendly elements of the Tower’s construction and operation extend to theClub. It has floor-to-ceiling windows to provide full natural light, and 180 degrees of views from Central Park to midtown Manhattan. The entire facility floor is built on a raised, vibration-isolated floor to reduce overall fatigue and to mitigate the transmission of noise to office spaces. Monitoring, control and purge systems ensure consistent and high-quality indoor air quality. Carpets are manufactured from 85 percent recycled materials, and padding is made from 100 percent recycled material. Wood for flooring and the sauna was sourced by the Forestry Service Council. Locker room amenities meet green standards, and only green-sealed certified cleaning and laundry products are used. Innovative member management tools reduce the use of paper and ink. Towels were selected that require up to 25 percent less drying time. And, 85 percent of the strength and cardio equipment is self-powered.

According to Lou Nowikas, director of real estate and opera-

tions for Hearst Corp., “Plus One worked with Hearst to develop an overall fitness center pro-

gram that reinforces Hearst’s commitment to the environment, and the health and well-being of our employees.” And, theClub’s monthly member usage rate has been more than 70 percent since opening last year, which General Manager Nikki Carosone attributes to staffing, incentive programming and the design of the facility. **FM**



*theClub at Hearst Corp. is located on the 14th floor of the Hearst Tower in New York City, which is the first in the city to earn the Gold Certification in Leadership in Energy and Environmental Design for the entire building.*



## What is the N7 Rest of the Best?

These innovations were entered into the 2007 Nova7 Facility Awards competition. While they were not judged to be winners or runners up in FM’s annual awards program, they deserve recognition for their outstanding creativity in helping to motivate individuals, both members and non-members, to exercise regularly and safely, as well as their achievements in growing their fitness centers’ success. Stories about the winners and runners up in the 2008 awards competition will appear in the November issue. To learn more about the Nova7 Facility Awards competition, log on to [www.fitnessmanagement.com/nova7/](http://www.fitnessmanagement.com/nova7/).