

APRIL - MAY 2010

ClubNews

LITTLE ROCK ATHLETIC CLUB



Club Survey Results by Pat Riley, Jr.

Every few years we like to get a better feel for where we stand as a business by conducting a member-wide survey. Our last such effort was in the Spring of 2008 and since a lot has happened in the interim – including a ‘great’ recession, it seemed an appropriate time to re-ask ‘how are we doing’?

The survey, while similar to the one in 2008 was expanded this year. By using an e-mail survey instrument (i.e. Survey Monkey) it was also considerably easier and faster to compile the results.

Easier perhaps but not easy. Almost one thousand members regaled us with their thoughts, suggestions, kudos and laments. It has made for interesting/enlightening reading and I sincerely appreciate everyone’s input. Below, I will present the results of the survey along with a few comments. Lastly, on page two we list the winners of the raffle. (I’ll wait patiently until you return.)

The majority of members said they used multiple facilities/equipment as part of their routine. The following chart summarizes the findings.

1. Group Exercise	52.6%
2. Free Weights	43.9%
3. Elliptical Machines	42.1%
4. Treadmills	41.1%
5. Cybex Machines	38.0%
6. Indoor Track	35.7%
7. Stationary Bikes	33.1%
8. Indoor tennis	23.0%
9. Lap Pool	22.8%
10. Free Motion Equipment	22.0%

It’s clear from these results that our locker rooms are an integral part of the Club experience. This was true, by the way, across gender lines – although men were significantly more likely to use the steam room and sauna than women. It was a bit surprising but nice to see such high numbers for the restaurant and pro shop.

How do you learn about what’s happening at the Club?

This was a new question, not asked in the 2008 survey but we wondered how members typically become informed about what’s going on at the Club. This is a topic that Kelly Parker (Communications Director) and I spend a lot of time thinking about and trying to improve.

1. Club Newsletter	75.3%
2. Club E-mails	74.8%
3. TV Monitors in Club	30.4%
4. Other Members	25.6%
5. Signage	21.7%

With 112 classes each week held in four different venues, group exercise is the most popular way to work out at the Club. However, unlike most of the other top ten, group exercise showed a significant gender bias. Women outnumber men 6 to 1 in citing group exercise as a regular part of their routine. Not surprisingly, various forms of cardio or strength training round out the top ten except for Indoor Tennis at number eight and Lap Pool at number nine.

1. Lockers	59.3%
2. Showers	45.8%
3. Blue Court Grill Restaurant	41.4%
4. Pro Shop	29.4%
5. Steam Room	21.5%
6. Sauna	20.0%

Club e-mails are a relatively new but extremely effective way for us to communicate news to our members. We make it a point not to inundate your mailboxes with endless marketing messages – our goal is simply to communicate. Furthermore, Kelly (who sends out all of our e-mails) strives to make the subject line descriptive so you will know at a glance whether it’s worth your time to read it or not. If we don’t have your e-mail address and you would like to receive updates in this manner, please send a post to kellyparker@lrac.com.

Overall Satisfaction

1 = Extremely Dissatisfied
5 = Extremely Satisfied

Average Rating = 4.53
(per 953 surveys)

What is your overall satisfaction of the Club? This was the final and most sweeping question on the survey. I’m happy to report that more than 95% of respondents marked either a “4” (above average satisfaction) or a “5” (extremely satisfied) . The overall score of 4.53 was also slightly higher than the score in 2008 (4.45). Not that we don’t have plenty of room for improvement (more on that later) but it’s gratifying to know that “overall” the Club is meeting your expectations.

Club Usage

This question was asked to determine what most members “regularly” do when visiting the Club.

(Continued on page 2)

What do you like best about the LRAC?

1. Friendly/Helpful Staff	33.6%
2. Group Exercise	27.3%
3. Cleanliness/Maintenance	27.2%
4. Overall Facility/Constant Improvement	23.3%
5. Variety of Exercise Options	19.9%
6. Atmosphere/People	19.0%

More than a third of all respondents chose LRAC staff as their favorite aspect of the Club. Comments ranged from praise for a favorite instructor or desk attendant to kudos about the staff as a whole. Other 'likes' receiving high scores include the ever-popular group exercise program and the cleanliness and maintenance of the Club. Many members also complimented us for constantly reinvesting in the Club. Of course, all of these comments are music to my ears but where there are likes there must also be dislikes, which leads us to:

What is most frustrating to you about the LRAC?

1. Inconsiderate fellow members	20.6%
2. Parking	18.9%
3. Space/Crowds	11.7%
4. Cleanliness	11.4%
5. Staff/Staffing	9.3%

For the second straight time (we asked this same question in 2008) "inconsiderate fellow members" was cited as the most frustrating aspect of Club membership. The message seems to be that in a bustling, shared community like the LRAC, all members have a responsibility to each other to behave in a mutually beneficial way. The chief complaints fell into three main categories: 1) "messiness" - i.e. not picking up one's own towels or cups, 2) failure to re-rack one's weights and, 3) unsupervised children. Other frequently heard comments in this category included; loud cell phone talkers, a lack of track etiquette and aggressive driving in the parking lot.

Near the top of the list of frustrations was crowding - either in the parking lot or, less frequently, inside the Club. The worst times for crowding are predictable (Monday-Wednesday 5-6:30 p.m.) especially in January and June. We are keenly aware of the danger of overcrowding the Club and for that reason we do almost zero advertising. Our goal is simply to replace the members who are lost to attrition. In fact, the Club's total membership numbers have not increased over the past ten years.

We were disappointed to see cleanliness show up as a frustration but we are already taking steps to address these concerns. We have a dedicated crew of six who work each night after the Club closes to clean the building from top to bottom. Based on your comments we have directed the housekeeping crew to focus on the trouble spots mentioned most frequently in the surveys.

In closing, I want to thank each of you for taking the time to complete a survey and to share your thoughts. You have presented us with an invaluable tool to guide us in our efforts to make the Club better. It is obvious that LRAC members are passionate about this Club and that is inspirational to those of us who work here. My pledge is to do everything possible to live up to your high expectations and to keep improving the Club day after day and year after year.

Congratulations to the following *Survey Winners:*

1 Year Paid Membership:
Lee Cress

6 Month Paid Membership:
Steve Ulmschneider

3 Month Paid Membership:
Kerry Davis

LRAC Gift Cards:

\$200 - Catherine Allsbury	\$50 - James Cheek
\$200 - Kim Ledbetter	\$50 - Betty Freeland
\$200 - Jayme Kaye Ratchford	\$50 - Kristin Hicks
\$100 - Kevin Groustra	\$50 - John Trent
\$100 - Pamela Meeks	\$50 - Richard Urquhart
\$100 - Nikki Parnell	\$50 - Suzanne Waters



A number of members asked for clarification regarding how to obtain help, particularly with equipment, in their survey responses. We have staff available to suggest exercises, explain equipment (cardio and weights), demonstrate proper form and provide "spots" during the Club's busiest hours. We refer to these folks as "weight floor staff" and they wear **bright gold shirts** so they are easily spotted. Because they have a variety of responsibilities and float throughout the Club, it is quite possible they won't always be in plain sight when you need them. To "hustle one up", please ask a desk staff member to call them on the 2-way radio.

You may also schedule a complimentary appointment with a member of our weight floor staff at which time they will help familiarize you with the machines and/or design a basic workout for you. To schedule, please inquire in the Membership Office or contact Lisa at 225-3601, ext. 318.

Dolphin-Lasers Win State Championship

73 Dolphin-Laser swimmers combined to earn 903.5 points for a decisive win over second place team Springfield Aquatics (725 points) at the state meet held March 11 - 13 at UALR. Two state records were broken by "DL" swimmers, Eric Zheng (15|18 200 yard IM) and Blair Bish (13|14 100 yard breast). Blair's swim was particularly noteworthy because the record he broke was set by national champion, Tom Genz, and had been in place for 30 years. Additionally, Olivia Keith, Thomas Heye, Blair Bish, Jessie Garrison and Eric Zheng were all named high point winners.

The Dolphin-Lasers swim team is the State's largest and best competitive swimming program. Entry-level swimmers begin in "developmental" programs at the LRAC and LRRC. Those who desire to follow a competitive tract, graduate to the "age group" teams with regular practices at the Racquet Club. The final progression is to the ultra competitive "senior" team, which practices at UALR. If you have a child who is interested in this marvelous lifetime sport, please contact LRAC Coach Eimear Ryan (225-3601, ext. 310) or LRRC Head Coach Tay Stratton (225-5711).



Congratulations to our 2011 State Champions!



Relay Team: Aaron Moore, Andrew Curzon, Thomas Heye and Josh Hale



Outdoor Tennis Upgrade

The outdoor tennis courts are well on their way to a brand new look. Courts 7 and 8 have received a 2-inch asphalt overlay and a Plexipave top coat in U.S. Open colors (blue/green). As I write, we are awaiting the court contractors' return to apply the Plexipave treatment to courts 9/10. We anticipate that will happen the first week of April, depending on weather and their schedule. Courts 9/10 will be down for a few days while this work is going on.

We have also ordered new light fixtures and lights for all of the outdoor courts. This new system, employing the latest technology in outdoor tennis court lighting, is made by Visionaire Lighting in California and should provide twice the light level of the existing fixtures. We already have all the fixtures on site but (wouldn't you know it?) we were sent the wrong mounting brackets and must wait for the correct ones. We anticipate the new lights being installed sometime within the first two weeks of April – just in time for spring tennis.

Functional Movement Workshop

Functional fitness is a term used to describe exercises utilizing multiple major/minor muscle groups at one time to perform a task. Functional training is not only appropriate for all ages, but is vital for keeping up with activities of daily living. These tasks can be as simple as lifting something off of the ground (a deadlift) or putting a heavy weight overhead (shoulder press or push press). Not only is functional training safe, it actually prevents injuries by enforcing proper lifting techniques that carry over into everyday life. An excellent example of this is loading a heavy bag in and out of a truck. It is very easy to injure yourself if you do not use proper technique or if your muscles are simply not strong enough to handle the load. It is also a great way to prevent muscle imbalances that are commonly seen with the use of fixed platform machines. In this workshop you will learn the basic biomechanical theory behind a series of functional movements and leave with a great workout.

The class will be held on Mondays and Wednesdays from 4:00 to 5:00 pm in the Conference Room starting Monday, April 4. Certified personal trainer, Nick Hargett, will teach the class which is complimentary for the month of April. Please feel free to drop by as often as you can. For more information, contact Nick at 501-590-9109.

Competitor's Corner

Little Rock Marathon Finishers

Dean Worley, Sam Vandiver, Christopher Baldwin, Tim Dockery, Perkins Mukunyadzi, Kevin Anderson, Will Connell, Jeff Franzetti, Larry Nguyen, Scott Sander, Reid Landes, Shariq Tariq, Mark Speed, Doug Sahn, Tom Jewart, Gary Speas, Dennis Baas, Phil Brown, Robert Hanle, Kay Payne, Tracie Walker, Tammy Walther, Emily Hartman, Michelle Ator, Martha Mukunyadzi, Elizabeth Woodruff, Kelly Hair, Lisa Alberius, Sara Silzer, Rita Speas, Elizabeth Glasbrenner, Helen Jones, Nina Barnard, Melissa Kohler, Belinda Paton

1/2 Marathon Finishers - Men

Gary Taylor 1st in age group, Jimmy Thompson 3rd in age group, Collin McGowan 1st in age group
Bill Hartnedy, Joe Cordi, Cole Treece, Cezar Terlea, Kevin MacKenzie, Justin Mattocks, Michael Johnson, Scott Phillbrick, Justin Reddin, Bob Davenport, Turner Crow, Ric Bailey, Ken Bland, Steve O'Nan, Stephen Jones, Joe Fox, James Couch, Bart Foster, Tony Fox, James Yuen, Brad Duke, Timothy Luft, Steve Hudson, Hatim Smouni, Matthew Lane, Greg Shira, Aaron Freeman, Ford Overton, James Goldberg, Douglas Menz, David Conrad, Randy Wooley, Mark Fortune, Mike Grober, Dennis Strobel, Andy Johnson

1/2 Marathon Finishers - Women

Lisa Duke 2nd in age group, Betsy Kortebein 1st in age group, Courtney Allison 3rd in age group
Allison Ridings, Beckie Kennedy, Angie Johnson, Cindy Farzley, Kathryn Tull, Michele Adams, Keri Ingraham, April Davis, Haley Whisenhunt, Dana Yates, Tennille Biggers, Stacey Russell, Carol Lightfoot, Candice Whitlock, Teodora Terlea, Shannon Wooley, Hillary Hunt, Kristie Mitchell, Laura Murphy, Sandy Cordi, Sue Tull, Martha Ray Sartor, Susan Blair, Debbie Gay, Becky Gilbreath, Charlotte Studdard, Adiel Looney, Laurie Berry, Pam Kelley, Candace Pierce, Misty Brown, Stephanie Pace, Jennifer Bobbitt, Amy Lewis, Cammie Mackey, Karen Halbert, Ruth Klingbeil, Shannon Freeman, Gale Scott, Catherine St. Amour, Desi Beers, Alesa Davis, Haley Groustra, Judi Strobel, Susan Bullington, Kristin Garner, Loir Payne, Wendy Johnson, Robyn Epps, Laurie Hughes, Mary Olson, Autumn Reddin, Marijo Norris, Ellen Owens-Nolen, Laura Crone, Marion Carter, Debbie Hayes, Louise Fox, Vangie Atkinson, Samantha Crawford, Debbie Harris



LRAC water stop volunteers. It was so cold no one needed water that early in the race but apparently some needed directions.

Program Notes

PARENT'S NIGHT OUT: April 1 and 15, May 6 and 20 (End of School Year Bash). Ages 3 - 12. 6:00 to 10:30 pm. Call the DUC, 225-3601, ext. 335.

BOOT CAMP: MWF; 5:45 - 6:45 am. May 2 - 27. \$180. Call Carla at 225-3601, ext. 236, to enlist.

WEIGHT WATCHERS: The next session starts Thursday, April 21. Weigh in starts at 11:30 am, the meeting at 11:45. The class meets once a week for 10 weeks and closes to newcomers after the second week. The fee is \$120. Here's what the first session participants are saying:

"I have struggled for several years to get my body back to where it needed to be and because of WW I feel and look like a new person..... I have more energy and a renewed outlook on life. For the first time in YEARS I'm actually looking forward to summer shopping. This program has been such a blessing! Thank you LRAC for bringing the gift of WW into the club." - C

"How fortunate we are to have the opportunity to attend Weight Watchers meetings at our gym! Losing weight is hard on the best day, so having a group of people from my gym to help me along the way has made it so much easier. Our leader helps us every step of the way in dealing with real-life issues that come with the weight loss journey. A proven, healthy, weight loss program and the LRAC are certainly great partners!" - B

"I have lost over 18 pounds in just 7 weeks on Weight Watchers after unsuccessfully trying to lose with exercise alone for 5 months. The beauty of WW is that it teaches you how to eat right. I think it should be a required class in high school! I have not only lost weight but my cholesterol came back down to normal. Thank you Weight Watchers!" - M

EDITOR'S NOTE: In the last newsletter, we inadvertently made two mistakes. First, Betty Harrison and John Magee were the actual runners up in the 8.0 Mixed Doubles division of the Club Championship. Secondly, we did not mention the Holiday Fitness Challenge high point winners as promised. They were: Steve O'Nan (1301), Kokila Vyas (1218), Bill Wingfield (1121), LaDonna O'Nan (1108), Sherry Lee (986), Joyce Stroud (756), Patricia Wilkes (755), Beth Wilborne (731), Sara Bogard (725) and Susan Marsh (719). We sincerely apologize for the mistakes and thank you for your understanding.

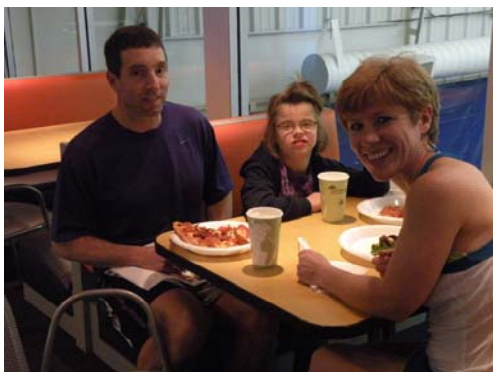
Mixed Doubles Pizza Party



Mine, Christopher, David & Ellen Boling



Chuck and Valla Seel



Jerry and Monica Weigle with daughter, Juliana



Cynthia Anderson, Vernon Wade, Stacy Watkins, Tom Rigney, Betty Wade and Linda Ring