

ClubNews

LITTLE ROCK ATHLETIC CLUB



State of the Club by Pat Riley, Jr.

Each year in the December issue of *Club News*, I prepare an annual report on the state of affairs at the Little Rock Athletic Club. Included in this report is a review of the key developments of the preceding year along with a look at some plans for the year ahead.

Over the past 15 months the precarious economic environment has been a dominant theme for almost all businesses including the health club market. For our Club, most of the fall off we experienced occurred in the final four months of 2008. Between an economy in freefall and the closing of Alltel, membership cancellations were significantly higher than usual, especially in the fourth quarter. By year-end 2008, our membership had declined about 5% to a level of 3,800.

In 2009, both cancellations and new memberships have slowed to levels slightly below historical averages. The result has been a fairly flat year with our current membership level at 3,758 through October. All things considered, I feel fortunate that the Club has weathered the storm so well. To improve the bottom line, our efforts internally have been to tighten expenses by exploring ways to be more efficient without sacrificing any services or amenities to the membership.

Outside of economic concerns, 2009 was notable in that the Club achieved a major milestone as a business. The LRAC turned 20 years old. Next year we officially become an adult.

To celebrate the occasion we held an anniversary party on April 25 with plenty of hoopla and activities for the whole family. It was also a time to pause and reflect on what

has transpired over our first twenty years. We produced in-depth historical accounts in the newsletter and via displays to document the evolution of this Club from what was once the state's first indoor tennis center (Westside Tennis Club) to an ambitious multi-purpose sports/exercise haven.

scads of programming just for children and families.

The latest amenity for members young and old, has just been completed - a new bathroom/shower facility located in the southeast corner of the 25-yard pool deck. Inspired by moms

asking for a family changing room, it will also serve older members who use the pool and prefer to take a shower without traversing the stairs to the locker room.

It was something of an engineering feat to squeeze this building onto the pool deck and make it accessible from inside the bubble. In the same project we also added about 700 square feet of deck space along the southern edge of our outdoor pool deck. To top things off, we installed an outdoor shower for summertime use.

Another outdoor poolside amenity added this year is our new patio just across from the Front Desk. Complete with bistro tables, colorful umbrellas and wireless internet access, this patio is a great spot to watch the world go by while sipping a latte or having breakfast.

Indeed, we are now serving breakfast at our totally revamped Cool Down Café - another major project in 2009. The Café has transformed from a smoothie bar to an outlet for local and organic foods. The small grocery operation sells products grown within 50 miles of the Club by farmers using "natural" methods (i.e. no pesticides or synthetic fertilizers). We also serve Boulevard Bread and gourmet coffee that's been roasted locally. We are adding products all the time. If you get a chance, stop by soon to see what's cooking.

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2009 Capital Expenditures

Description	Cost
Family changing room (bathroom/shower by pool)	\$107,538
Resurface 4 outdoor tennis courts	20,886
4 Precor Ellipticals (AMT's)	19,086
Office equipment (telephone system/software, etc.)	16,789
4 Freemotion Incline Trainers	14,590
Other cardio (2 Precor treadmills, 1 Cybex Arc Trainer)	12,275
Café patio (construction/furniture)	10,761
Replace lighting and glass panels in Bubble	10,700
Misc. (e.g. paging system for Day Care, bridge chairs, etc.)	10,202
Website development	8,200
Glass wall (soundproofing of Group Exercise Studio)	7,831
Women's Locker Room upgrades (carpet/Venetian plaster)	6,732
5 Plasma HDTV's in Cardio Theater (50 inch)	6,227
Landscaping/Irrigation	6,130
Cool Down Café equipment	5,706
Glacier pool cooler	5,295
Architectural services	3,889
Re-stripe parking lot	3,257
Security camera upgrade	<u>1,488</u>
Total	\$277,582

Our original members from 1989 would scarcely recognize the modern version of the LRAC. Almost every square foot of space has been renovated and reconfigured over that span. Where there once was a "championship" racquetball court with lots of surrounding (and vacant) viewing space, there now exists a cardio theater with 50 pieces of state-of-the-art equipment and a huge wall of flat screen TV's. Where at one time the only space dedicated to children was a 600 square foot child care room, now there's the 7,200 square foot Down Under Center, a recreational pool, the sprayground, outdoor play spaces and



Water Aerobics instructor, Anna Swallow, sporting the Carman Miranda look for Halloween.



Personal Trainer, Tina Glass, and Randy Cooper

Personal trainer Tina Glass has helped me lose 35 pounds and go from a 40" waist to a 35"..... 10 pounds to go!! Tina is truly my Wonder Woman and I am proud to be her "obedient" Super Man! The spin class instructors, Heather, Barbara and Krissa have also helped in my effort. Thanks to all! - Randy Cooper

While Randy has been working off and on with Tina Glass for over three years, our trainers are happy to meet with you for one or two sessions to revamp an overused workout. Schedule now because of heavy volume after the first of the year. A good guideline - To maintain efficiency, workouts should be changed every six weeks.



holiday fitness challenge

Our challenge to you is to maintain some sort of consistent fitness routine during the holidays - for your health, your sanity and (even though it's not high on our concern list) your waistline.

The goal is to earn a minimum of 250 points from a list of challenge activities. Anyone scoring 250 or more points wins a CAMELBAK water bottle. The top 10 point earners will each receive a \$35 Pro Shop gift certificate, a free pass for the next Club-Wide Fitness Challenge and his or her name listed in the February newsletter. The first 200 registrants receive a prize.

When you enter the challenge, you will be given a log sheet. If most of your activities will be completed at the Club,

meals

For fun, we thought we'd estimate the number of miles you have to walk to compensate for a few favorite holiday treats. BE CAREFUL (at the dinner table AND on the road).

miles

1 cup eggnog **3**

1/2 cup mixed nuts **4**

6 oz. ham **3**

2 ro



thank you for your generosity!

Pictured: Cindy Waller, Eimear Ryan, Connie Brantley, Andrew Mueller and Derek Tenpenny

The recent brown bag event for the Arkansas Rice Depot was a huge success. Thank you to all those who participated.

For those of you that are unfamiliar, the Arkansas Rice Depot works to alleviate hunger in Arkansas through a network of more than 800 local hunger-relief organizations including food pantries, shelters, soup kitchens and schools. In addition, the Rice Depot provides ten regional food drops so food pantries outside of Central Arkansas don't have to make the drive into Little Rock to access the food donation network.

Having worked to feed hungry Arkansans for over 25 years, the Rice Depot is a model of efficiency with 98.4% of revenue allocated toward program expenses, .8% to administrative expenses and .6% to fundraising expenses.

229 bags collected

we suggest keeping your log sheet in the Holiday Fitness Challenge Log Book which we will show you when you register. If you prefer, you may take your log sheet home. If so, just make sure you return it to the Challenge Log Book by January 6, when we close out the contest. If you have questions, please contact Kelly Parker at 225-3601, ext. 331, or the Membership Office.

Registration: Begins Monday, Nov. 30
Optional Weigh In: Monday, Nov. 30 - Wednesday, December 2
Location: Front or Tennis Desk
Final Weigh-In: Monday, January 4 - Wednesday, January 6
Contest Close: January 6, 10:00 pm
Fee: \$12

Club Holiday Hours

Christmas Eve
8:00 am to 2:00 pm

Christmas
Closed

New Year's Eve
8:00 am to 8:00 pm

New Year's Day
8:00 am to 8:00 pm

DUC Holiday Hours

Christmas Eve
8:00 am to 2:00 pm

New Year's Eve and
New Year's Day
8:00 am to 5:00 pm

Holiday Blast Days

December 21, 22, 23, 28, 29 and 30. Call the DUC, 225-3601, ext. 314.

Parent's Night Out

December 5 and 19 (Holiday Bash). Register by calling the DUC, 225-3601, ext. 314.

Zumbathon

The Zumba instructors are team teaching a special class on Saturday, December 12, at 10:30 am. They will be collecting toys for the needy if you would like to contribute.

Boot Camp

Next session, Jan. 4 - Feb. 5. MWF, 5:45 - 6:45 am. \$225 (4 week option available). Call Carla to enlist, ext. 236.

Club Championship

January 15 - 17. Registration closes Tuesday, January 12 at 6:00 pm.

LRAC Gift Cards

Can't decide whether loved ones would prefer training sessions or sunglasses? LRAC gift cards are available at the Tennis Desk or in the Membership Office.

3
lbs with butter

2
1/2 cup green bean casserole

4
1 cup candied sweet potatoes

1
1 small piece of fudge

4
piece of pecan pie

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Congratulations on a great showing at Nationals!
Pictured: Betty Harrison, Debbie Bennett, Shirley Hunter, Terri Holmes, Melanie Riley, Pricilla Backus, Maureen Dickson and Cathy Campbell. Not pictured: Tricia Buchman



Congratulations to regional champs, Greg and Judi Fess, Thad Beck, Joe Murphy, Evan Olsen, Crystal Noble and Brenda Jeter. This team will be competing at nationals in Orlando in April. Best of luck!



Don Banker celebrated his 80th Birthday party with long time tennis buddies. Don and wife, Joanna, seated at the head of the table under balloons.

Other notable improvements in 2009 include: a beautiful new website (www.lrac.com), four Precor AMT's (a popular new design in elliptical machines), four treadmills (2 Precor, 2 Freemotion Incline Trainers) and a Cybex Arc Trainer. We also resurfaced the four outdoor tennis courts, added a second glass wall to the Group Exercise studio to make the room quieter and added a portable paging system for moms who drop off infants/toddlers in our Day Care. We also purchased the first pool chiller ever installed in Arkansas so we can keep the water temperature at 84 degrees even during the hottest days of summer. (See the chart on page 1 for a complete list of capital expenditures.)

In 2010 we have a few more projects in mind. We plan to redesign our tennis check-in desk and renovate the check-in desk at the Down Under Center. We are also exploring options to fill in an opening along the upper hallway between the track and racquetball courts to add some more functional training space. Who knows what other projects will surface but I'm sure something will.

My favorite fitness quip of the year courtesy of comedienne Ellen DeGeneres: "You have to stay in shape. My grandmother, she started walking five miles a day when she was 60. She's 97 today and we don't know where the hell she is."

With the economic uncertainty still putting a strain on almost everyone, we've decided this isn't the time to raise prices. Instead, we will maintain our membership dues at the same level for the third consecutive year.

Don't forget to stop by the Membership Office after January 1 to pick up a special coupon booklet reserved just for you. In the booklet, you will find guest vouchers worth \$50 and discount coupons for many other Club services and products. The total value of the coupon booklet exceeds \$200 and is one more way of saying thank you for your membership in our Club.

We deeply appreciate and value your continued support and membership. We will do everything we can to make your investment in tennis and fitness a successful/joyful one. All of the management and staff of the Little Rock Athletic Club wish you and your family a happy and healthy holiday season and a rewarding New Year. See you around the Club.

competitor's corner

Adult Swim Challenge 2009

We had 28 participants and 17 prize winners. David Arnold was the grand prize winner with 4500 points. Congratulations David!

Top 300 Race for the Cure

Krissa Thoreson, Kristen Saffa, Lyndsey Foster, Myra Lelovic, Carey Hill, Kathryn Latham, Catherine Comerford, Errin Dean, Michelle Adams, Melissa Kohler, Sara Ball, Ashley Parker, Ana Selva, Meghan Davidson, Andrea Toomer, Erin Garner, Juleah Wise, Catherine Bostwick, Judith Heister, Keri Ingraham, Courtney Allison, Alex Ritchey, Debora Harris, Meredith Mitchell, Karen Ritchey

Arkansas Traveler 100

Steve Appleton 4th overall, Tammy Walther

league winners

Monday: Caroline Fox, Jody Purifoy, Carol Seago, Jolene Coop, Alan Stewart, John Christopher, Billie Beardsley, Judy Baldwin, Jackie Evans, Becky Howeth, Lana Hornak, Kim Magee

Tuesday: Scot Goldsholl, Renata Byler, Luraette Tucker, Ann Holthoff, Jackie Sanders, Pam Mueller, Leslie Collins, Kristi Kennedy, Darrell Boggs, Lindsay Harp, Liz Ellis, Diana Gregory

Wednesday: Sandra Carlisle, Laurie Boen, Lisa Nutt, Amy Palmer, John Blankenbeker, Lana Hornak, Woody Whyte

Thursday: Kristi Kennedy, Terri Holmes, Debbie Bennett, Pricilla Backus, Ruth Byrn, Karen Toland, Tarrie Boggs, Roger Tipton, Becky Howeth, Leif Lorenz, Randy Abbott, Christi Headlee, Clare Burks, Wayne Blanchard, Krista Storey, Jody Purifoy, Schelle Fike

Friday: Laurie Houff, Cindy Howard, Jennifer Lowery, Jennifer Jack, Marie Holder

Saturday: Ann Holthoff