

## Retired Air Force Officers Salute Fitness Investment

19 December 2006

### Challenge.

My town of San Antonio is heavily populated with retirees, and it's not the most affluent area in the country. So when I was called by one of the Air Force Villages to replace an old treadmill in their fitness center, I knew that budget would be a concern. Being retired service officers, they were reluctant to spend money. But if it was "smart money," they were happy to write the check.

### Solution.

The building manager showed me the worn out, commercial grade treadmill. With my 30 years as a physical trainer in cardio-ortho rehab, I knew this machine was way too stiff for his retirees. He admitted that 95% of the treadmill users walked, and that the units only received four to seven hours of use each day. A better choice for his fitness facility was the Precor 936i – the continuous cooling would ensure longer equipment life and the Integrated Footplant TM Technology, recommended by orthopedic surgeons, would be easier on the older and artificial joints. Best of all, the building manager could get two Precor 936i's for about the same price as replacing the original unit.

### Results.

After install, I led a series of fitness seminars in the facility that were extremely well attended. As a retired Air Force Master Sergeant, I knew how to work with these officers. In their new fitness facility, the Air Force Village chose the complete line of Precor 936i's and added the 524i Ellipticals as well. They all considered it money well spent.



*"I sell fitness, not equipment. I learn what my client's goals are, and I match the equipment to the needs. In that way I can help create the perfect fitness environment for each place."*

*– Jim Carlson, HEST  
Fitness Products, San  
Antonio, TX*