

THE MEANING OF “THE WORLD GYM FAMILY”

I remember vividly the afternoon in the summer of 2014 when Bill Windscheif and I were discussing the awards to be given out at the upcoming convention in Las Vegas. We landed on the idea of giving the World Gym Visionary Award to my mom, Joyce J. Cammilleri, Chair of World Gym International. It wasn't nepotism that led us to the decision; truly, there was no one more deserving. She had seen the value in the World Gym name, and had been passionate about breathing new life into the brand (also, she loved the gorilla logo-mascot). She may have begun life as a farm girl in South Dakota, but by the time she purchased World Gym, she was a phenomenally successful self-made businesswoman with the necessary vision to once again make World Gym an industry leader.

As many of you know, Joyce passed away just a few days before this year's convention. It has been an honor to hear from so many of you about how she touched your lives. One thing she always stressed was that World Gym was a family business. When my brothers and I were unable to attend the convention, the World Gym team stepped up without reservation and hosted our biggest-ever convention. That's what family does.

Though my brothers and I weren't there in person, it's a testament to the strength of the brand that the event went off without a hitch, with more seminars, vendors and awards than ever. It's my hope that everyone who attended walked away inspired to achieve even greater success. May we all be World Gym Visionaries.

Back to 2014 ... at that year's convention, we called my mom's name from the podium, and she took the microphone to address the crowd. "I am amazed I have met so many beautiful and wonderful people, and I just love all of you," she said. "You're great people."

She was so right.



Guy Cammilleri
Managing Director
World Gym International



CONVENTION 2017 CALL OUT!

MARK YOUR CALENDARS!

2016 World Gym International Franchisee Convention
September 6 - 9th, 2017
Mirage Hotel & Casino, Las Vegas, NV



CONVENTION RECAP



KEYNOTE SESSION

Tara Sampson of Vida Fitness was the Keynote Speaker at this year's convention, and brought her humor and enthusiasm for the fitness industry to our Keynote Session. Tara spoke at length on "Client Retention: Age Old Problem, Brand New Solutions," and offered the audience cutting-edge tips on boosting customer loyalty. Using examples from all types of businesses, including hotels and restaurants, she inspired the audience to follow her three-pronged approach to ensuring customer devotion: 1) find strategic partners and surprise your clients, 2) leverage your low or at-cost services to deliver a personal touch, and 3) tell your story and empower your front line team to listen and act.

ENGAGING SEMINARS

The 2016 convention boasted six informative seminars meant to boost your business.

In Social Media 101, franchisees learned how to harness the power of social media channels to attract and retain members.

There was an engaging and practical session on Finding World Gym Locations, Financing Alternatives and Potential Partnerships to Create Foot Traffic by Murray Wikol of ProVisions, LLC.

Doug Katona then got everyone pumped up to increase revenue and implement systems to make personal training a powerful addition to your gym's operations at the Personal Training For Purpose & Profit session.

Jim Teatum introduced attendees to the ins and outs of the Workplace Health Improvement Act in his seminar: Selling Corporate Wellness.

The latest fitness trends and business models – from studio workouts to wearable technologies – were explored by Precor's Sal Pellegrino during Industry Trends and Directions 2016

A Q&A session with representatives from Emarketed closed out the Seminar program, and allowed WGI's online services team to answer questions about the New Website and Mobile App.



COCKTAIL RECEPTION





AWARDS BANQUET

The Awards Banquet is our annual opportunity to celebrate the hard work of franchisees throughout the World Gym family. This year's event kicked off with an unbelievable acrobatic performance. After a delicious meal, we got down to the joyful business of handing out awards:

BEST SOCIAL MEDIA MARKETING CAMPAIGN - WORLD GYM TAIWAN



The numbers don't lie: With hundreds of thousands of Facebook fans and Instagram followers, John Caraccio and Michael Sanciprian are a social media powerhouse duo. They also keep members tuned in to great video content and constantly-updated blogs.

BEST PUBLIC RELATIONS CAMPAIGN - WORLD GYM TIJUANA, MEXICO



Hector Troncoso accepts the award on behalf of World Gym Tijuana. Their location had several standout moments this year, including a collaboration with the Tourism & Convention Bureau, visits from national celebrities and well-publicized equipment donations to the army and fire department. They also engaged in key sponsorships, including the Tijuana International Marathon.

BEST CHARITABLE INITIATIVE - WORLD GYM MERRIAM, KS



Wade Ferguson and his staff recognized there are families in their community doing without the most basic of things, including heat and transportation. They jumped at the chance to participate in the local Season of Giving charity event, which gave away everything from a furnace to a minivan full of toys. They also sponsored a dinner to parents of newborns in the NICU of the local children's hospital. We're so proud of you, Wade and team!

BEST OVERALL MARKETING - WORLD GYM AUSTRALIA



Known for their consistent excellence in everything from social media to print ads to online art, the team at World Gym Australia maintains an engaged membership and a solid brand identity that is always design-forward.

BEST REBRANDING, USA - WORLD GYM MERRIAM, KS



This year saw the conversion of an existing competitor's gym into a beautiful, deluxe World Gym location. Wade Ferguson and his team have much to be proud of here, from prominent exterior signage to a revamped interior with World Gym branding throughout.

BEST REBRANDING, INTERNATIONAL - WORLD GYM TWEED HEADS, AUSTRALIA



Sonny Kalley and Nathan James spent much of 2015 hard at work converting an existing gym to an expansive new World Gym location. The previous gym had been beige and grey, but the newly-reopened location features an energetic, vivid red interior and World Gym branding throughout.

BEST GYM DESIGN & BRANDING, USA - WORLD GYM TEXAS CITY, TX



As Jerome Karam and his team will be the first to tell you: everything is bigger in Texas! Theirs is the latest World Gym in the state and they've left no detail overlooked at their location, enhancing the member experience through design, decor and interior and exterior branding.



MOST IMPROVED GYM - WORLD GYM ASHMORE, AUSTRALIA

Congratulations to Jon Davie, Adil Khan and Volkan Turgot for a 48% member increase and a 117% profit increase! Your constantly-improving location is an inspiration to us (and your members).



BEST NEW GYM, USA - WORLD GYM OXNARD, CA

It's hard to pick a favorite thing about this gym... Is it the multi-level beautifully, branded interior? Or maybe the outdoor "Muscle Beach" area? No matter where you look at their location, you'll find John Yakubyan and Greg Abrahamian have paid attention to every detail, making World Gym Oxnard a very impressive addition to the World Gym family.



BEST NEW GYM, CANADA - WORLD GYM NIAGRA FALLS

Joe and Shannon Spino opened their location in April, 2016 with record presales. In addition to being our Best New Gym in Canada, they were also recently voted "Best New business" in Niagara Falls, Ontario.



BEST NEW GYM, INTERNATIONAL - WORLD GYM HELIOPOLIS, EGYPT

Dr. Sameh Mangoury celebrated the opening of his location in this timeless city with a party for the ages! They've made a promise to their members to "increase their wellness and improve their lifestyle," and have brought cutting-edge fitness into the shadow of the ancient pyramids.



BEST AMERICAN GYM - WORLD GYM PACIFIC BEACH, CA

World Gym Pacific Beach has been in operation for 31 years, and due to the unrelenting hard work of George Jackson and his team, it remains THE iconic bodybuilding gym in San Diego County. Their commitment to great workouts regularly attracts celebrities, and they've averaged 12% growth in each of the last five years, with no signs of slowing down.



BEST AUSTRALIAN GYM - WORLD GYM BURLEIGH, QLD

World Gym Burleigh is the most profitable World Gym in Australia, and it's not hard to see why. Jon Davie and his team continually add new services and amenities and maintain a fun, hard-working atmosphere that keeps members engaged and enrolled.



BEST CANADIAN GYM - WORLD GYM ROSEMERE, QUEBEC

Sammy Chehayeb and his staff play host to 2,500 workouts per day at their 50,000 sq ft facility. They host many fundraisers for local charities and have become a vital part of their community.



BEST RUSSIAN GYM - WORLD GYM STERLITAMAK

Seeing Olga Kiselva and her team has become a highlight of the annual convention. After accepting the award for Best Russian Gym, Olga took a moment to gift Bill Windscheif with Russian felt stockings.



BEST TAIWANESE GYM - WORLD GYM TAICHUNG CHONGDE

At Taichung Chongde, owners John Caraccio and Michael Sanciprian have created a force to be reckoned with. Over 11,000 members enjoy 60,000 sq ft of the latest equipment and amenities, which explains their total revenues of \$7.8 million (USD).



VENDOR OF THE YEAR - MUSCLE UP MARKETING

Tim Monacella accepts the award on behalf of Muscle Up Marketing. As a smaller vendor, Muscle Up is still a vital member of the World Gym vendor program, and has spent several years earning the respect of our franchisees.



MOST INSPIRATIONAL MEMBER - FRANKIE TIMMONS OF WORLD GYM MILLSBORO, DE

Frankie Timmons once weighed in at 350 pounds. In 2011, he got serious about getting healthy and joined World Gym Millsboro. In 2014, he entered BodyBuilding.com's online challenge and worked his way down to 191 pounds and 7% body fat. He's currently a competitive cyclist and an inspiration to us all.



WORLD GYM VISIONARIES - JOHN CARACCIO & MICHAEL SANCIPRIAN

This duo is a fitness industry juggernaut; World Gym Taiwan is the undisputed leader in Taiwan, and one of the largest fitness brands in Asia. They have opened 8 new locations just since last year's convention with 6 more in the pipeline for a combined total of 49 gyms! Always early adopters of fitness innovations, their locations are a great indicator of "What's next."



FRANCHISEE OF THE YEAR - WORLD GYM QUEBEC

Sammy Cheyab got to take the stage once again to accept this well-deserved honor. He and his team have turned World Gym from an unknown name into a well-respected brand in the Quebec area. They serve tens of thousands of members as they've grown from 3 gyms at the time of conversion to 6 gyms with plans for more! We've loved watching you grow and can't wait to see what comes next!

MEET THE AMBASSADORS

Our second annual World Gym Ambassador search grew by leaps and bounds in its sophomore year, with more countries engaged and thousands of entries received. 85 semi-finalists were interviewed before the final duo was chosen.

Joshua Petrecky and Genevieve Dube Carpenter were introduced to the audience at the Awards Banquet, where they enjoyed getting to know so many supportive franchisees. As their first order of business, Joshua and Genevieve traveled to World Gym Eastlake, CA, where they filmed a new series of Ambassador videos that will premiere in January 2017. We're excited to welcome them to the World Gym family, and to share new video content with our franchisees.

MEET JOSHUA PETRECKY

Joshua is a member of World Gym Fayetteville, NC. In high school, Joshua was underweight with a terrible diet. When he joined the Army at 20 years old, they put him on double rations, suggesting he eat every meal twice. He successfully completed Army





training, and developed a life-long love of fitness.

Still an active-duty member of the military, he dedicates most of his spare time these days to bodybuilding. When an injury sidelined his CrossFit habit, Joshua discovered bodybuilding and loved the sport so much, he soon began entering competitions. "To say that I have fallen in love with the sport would absolutely be true," says Joshua.


On October 15th, Joshua won 1st place at the 2016 Mid-Atlantic Classic Open (Men's Physique Class D). Says Josh: "It's my personal belief that the further outside your comfort zone you can get, the more improvement and progress you'll see."

MEET GENEVIEVE DUBE CARPENTER

Genevieve can often be found at the Main Street West World Gym location in Hamilton, Ontario. "I was so surprised when I got the call that I had been chosen!" says Genevieve.

Genevieve began her fitness journey as a competitive figure skater. She participated in years of rigorous sport-specific training; her training was so rigorous, in fact, that she found herself in need of reconstructive surgeries for both knees. She was told that following the surgeries she would never compete or even jog again.

Genevieve wasn't deterred. "I'm a fighter," she explains. She began strength training and bodybuilding, and can often be found prepping for competitions, and amassing an impressive social media following based on her inspirational comeback.



CONTACT INFORMATION FOR CURRENT FAC MEMBERS:

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 Joe Talmadge, Vice PresidentJoeTalmadge@WorldGym.com
 Greg Tayman, SecretaryGTayman@WorldGym.com
 John CaraccioJohn@WorldGymTaiwan.com
 Michael SanciprianMichael@WorldGymTaiwan.com
 Wes Hodgson.....Wes.Hodgson@WorldGym.com
 Lee RobertsLRob65@Gmail.com
 Pam Trader.....Pam.Trader@WorldGym.com
 Steve TraderSteve.Trader@WorldGym.com

FRANCHISEE ADVISORY COMMITTEE

The official purpose of the World Gym International Franchise Advisory Council ("FAC") is to enhance and promote the World Gym International Franchise System to the mutual benefit of the company and its franchisees.

At this year's convention, I was elected President of the FAC. My hope is that the FAC will be a resource for franchisees everywhere: a support system for new or struggling franchisees, a sounding board for fellow World Gym owners and a liaison between franchisees and the company.

Other election results from the 2016 convention included Joe Talmadge assuming the role of Vice President, and Greg Tayman becoming our new Secretary. John Caraccio and Michael Sanciprian of World Gym Taiwan were re-elected to the Committee, and Pam and Steve Trader (Millsboro, DE) were welcomed to our ranks.

We are all here to help our fellow franchisees grow their businesses with our service and support. Please don't hesitate to contact any one of us at the contact e-mails and numbers below; we look forward to being a helpful resource in the year to come.

Mike Nysten
President, FAC
World Gym Australia



VENDORS

We'd like to thank all of the vendors who participated in the 2016 World Gym International Convention. We think of you as a vital part of World Gym's forty-year success story. It's always so much fun to walk around the floor of the Trade Show and see vendors interacting with franchisees: giving hands-on demonstrations of brand-new equipment, talking franchisees through new technologies, offering product samples and forging new friendships. Without the participation of all our vendor partners, our convention would not have been the success it was. Thanks to all of you for sharing your experience and support.

— Bill Windscheif

Exhibitors

- American Barbell
- Avid Fitness
- Buck
- DirectTV
- Ecore
- Emarketed
- Europa
- First Credit Services
- Horizon Engineering Solutions/Hydro Massage
- Jacobs Ladder
- Les Mills
- Life Aid Beverage Co.
- Markel
- Mid-America Merchandising, Inc.
- Muscle Up marketing
- MYE Club Systems
- Smart Fitness
- Stages CyclingStyku
- ThermaSol
- Think Safe
- The Abs Company
- X-Treme World Sport
- Yelp



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Nautilus
Schwinn
Core Health and Fitness
Octane Fitness
Total Gym

VENDORS: Got a special promotion you'd like to feature in the next newsletter? Let us know!
Contact: **Bill Windscheif**, 979.255.5000 or bill@winfit-llc.com



VENDOR OFFERS

GREAT OFFERS AND DISCOUNTS ONLY AVAILABLE TO WORLD GYM FRANCHISEES



OCTANE FITNESS - Unlike anything available today, the Zero Runner reinvents walking, jogging and running to replicate natural strides while eliminating stressful repetitive impact. Combining the freedom of a treadmill with the smooth feel of an elliptical, the revolutionary Zero Runner accommodates every level user – from beginners to elite athletes. Now anyone can run. Octane Fitness would like to extend a special offer for all World Gym locations. Receive a free, no obligation 30-demo of the new Zero Runner. Contact your sales rep, Ted Mannering, at 724-579-5426 or tmannering@octanefitness.com. OctaneFitness.com



MUSCLE UP MARKETING - Get a FREE \$50 Amazon Gift Card with any Target Display Ad order. For more info or to get started, contact Tim Monacella at 800-516-4480 or email tim@muscleupmarketing.com. Hurry, Special Ends 1/31/17.



MYE APPAUDIO SMARTPHONE AND WIRELESS TV AUDIO SYSTEMS: Enjoy special World Gym pricing, through January 31, 2017, from the industry's leading entertainment specialists. A simple, free MYE AppAudio download from iTunes or Google Play enables your members to enjoy TV audio on smartphones from television monitors throughout the gym. They listen and you connect with the free AppAudio Online Mobile Marketing platform. Pair that with MYE Cardio Theater style Eclipse TV Audio Receivers that attach to any cardio machine for clear audio from any ceiling or wall-mounted TV. Members select the TV channel and enjoy audio from their favorite programs. Contact Laura Garcia for a free consultation: 800-779-6759 or sales@myeinc.com. MYEinc.com



MARKEL - Your health club insurance solution --Introducing World Gym's new preferred insurance provider. Markel is pleased to partner with World Gym in providing customized policies, including EPLI and workers compensation. Markel Specialty is the preferred insurance vendor for World Gym Franchisees. All World Gym franchisees can enjoy a special discount. Markel Specialty has 20+ years of experience, and insures over 4,000 policies nationwide. For more information, please contact Dave Williams, Account Executive, at 888-245-3495 or dawilliams@markelcorp.com.



SMART FITNESS - Need help recruiting, training, educating and motivating your staff? Here is a quick video to show you how Smart Fitness can effectively help you save time and money in your onboarding process: <https://vimeo.com/186478142/bdc110d97b>. 50% OFF to World Gym owners with



for every season | FOUR SEASONS

a 12-month commitment. Contact John Platero at 800-778-6060 ext. 2780 or johnplatero@verizon.net.

FOUR SEASONS - New 2017 products are arriving daily at Four Seasons. With cooler temps and windy days just around the corner, this quarter's focus is on exfoliation. Exfoliating on a regular basis helps keep your skin healthy and, when followed up with a great tan extender or moisturizer, ensures soft skin. Ask Melissa Heath about our wide range of exfoliating body scrubs as well. Just in time for the holidays too! The items below are all buy 1 get 1 free: 99264) Norvell Exfoliating Mitt, 30879) AG Exfoliating Towelette Individual, 10630) Dermasuri Sunless Removal/Exfoliating Mitt. Contact Melissa Heath at melissa.heath@fstanning.com.



ZUMBA - We're excited to announce *STRONG by Zumba!* This program combines HIIT with the science of Synced Music Motivation. Feel the beat instead of count the reps and Let It Sync In. We are offering World Gym owners an exclusive 10% discount price of \$210 USD for the first 50 of your ZIN instructors to get register for a STRONG by Zumba training (Instructors must be Zumba Instructor Network (ZIN) members in good-standing in order to register for a STRONG by Zumba™ training). Use code GYMWORLDSBZ210. Visit this STRONG by Zumba Instructor Training list to find a training. The best part about this program is no license fees for World Gym owners. Just train or hire a licensed Zumba ZIN member! Offer expires 12/31/16. If you you want to know the status of your instructors or have any questions, please email gyms@zumba.com.



THINK SAFE, INC. - World Gym International's Automated External Defibrillator Partner. Think Safe Inc. are proven experts in Best Practices AED programs and have a thorough understanding of AED devices, compliance requirements, training, and will provide key technical support, implementation, and follow-through. Go to this link for more information or to purchase: <http://bit.ly/tswgi>. Should you already have an Automated External Defibrillator at your gym, contact Think Safe to find out if you have the proper compliance and servicing program in place to ensure you are protected against potential liability and risk. For a special CPR/AED Training offer for World Gym International, call Think Safe Inc. at 319-377-5125, or send an email to customercare@think-safe.com.



TOTAL GYM - Group Rowing: it's not your average row! Using bodyweight resistance on an adjustable incline, the Total Gym Row Trainer integrates strength with cardio and offers over 20 different exercise variations through multiple planes of motion. Using a smooth, consistent load through concentric and eccentric phases, the Row Trainer is a joint-friendly, low impact workout with huge results. A perfect addition to your group class schedule, BUY 5 and get the 6th FREE. Contact your World Gym representative, Ralph Ruggiero, at ralph@totalgym.com, or call 858-764-0078.



HYDROMASSAGE - Any World Gym that purchases HydroMassage before 1/31/2016 will receive 90 days with no payments and an additional \$500 discount from the World Gym preferred vendor pricing. 39% total discount off list price after additional \$500 savings. Must qualify for financing to apply. Contact Paul Ireland (West Coast): 949-633-9891, Pireland@hydromassage.com, or Fred Seabright (East Coast): 727-536-5566 x1029, fseabright@hydromassage.com.



THE ABS COMPANY - Get \$100 off the TireFlip 180 - exclusive to World's Gym owners! The TireFlip 180 is an innovative new functional training device that gives you all the benefits of tire training in a safe, space-saving design. Do everything you would with a traditional tire with one compact piece of equipment. The starting resistance of 100 lbs is perfect for beginners. Plus, add up to 40 pounds of additional free weight resistance so all users get a great workout. Dual battle rope anchors turn this into a perfect group training device. Your members will 'flip' for the Tire Flip 180! Contact Patrick Carey at patrick@theabscompany.com, or 866-219-5335 x106.



A BIG BRAZILIAN BASH

WG Santa Catarina in Florianopolis, Brazil celebrated their 15th anniversary with special classes and a blowout celebration. Congratulations on achieving this milestone!



GYM OPENINGS AND ANNIVERSARIES

LOCATIONS CELEBRATING A LANDMARK ANNIVERSARY IN Q3:

20 YEARS

Hamburg, NY
Palm Desert, CA

15 YEARS

Taichung Central - Taiwan
Santa Catarina - Brazil
Crescenta Valley, CA

10 YEARS

St Augustine (II), FL

5 YEARS

Glendora, CA

OPENING THIS QUARTER

Osborne Park, Australia
North Lakes, Australia

IS YOUR GYM DOING SOMETHING NEW AND EXCITING?

Did you host a fun event or engage your community in a unique way? We'd love to hear about it! Contact Karin Michael at karin.michael@worldgym.com.

WORLD GYM MISHAWAKA GETS A FACE LIFT

The staff and members of World Gym Mishawaka love their gym's new look. Owner Jeff Butler explains, "We have been working closely with Blake Manning and many others at World Gym corporate to improve the gym's appearance, atmosphere and ambiance, add new equipment and improve operational systems. We have two studios now for classes to be held simultaneously. I want to thank everyone for their support!"





DON'T DUCK THE SUCK: FIVE TO DRIVE

by Doug Katona

C'mon, be truthful. Are you training your weaknesses or avoiding intensity in your sessions? Being truly fit is a bold balance of calling yourself out and doing stuff that you may not be comfortable doing. Lots of people collect more excuses than PRs when it comes to really training. Don't duck the suck – address weaknesses in your training.

Here are our top five ways to realize your fitness potential and drive your training to a new level. Get these five keys implemented into your weekly training NOW.

1. **The Big Four.** Make sure you are mixing in weekly squatting, pressing, deadlifting and pulling (i.e. pull-up). World Gym helped to pioneer the barbell and set the tempo of the big four so it falls right in line with our heritage. We added the pulling although deadlifting is a pull. These are cornerstones of all legit strength-training programs.
2. **Load and Intensity.** To get strong, lift heavy stuff. To get lean, you need high intensity with proper rest periods. Lack of sufficient loading and lack of high intensity are two of the most common errors in training programs. Is it tough? Yep, but hard work is like David Bly said, "Striving for success without hard work is like trying to harvest where you haven't planted."
3. **Stamina, not Cardio.** Want to change your body to look better or perform at a higher level? Well, 30 or 40 minutes on an elliptical won't yield results like training your body to perform at higher heart rates for a sustained period of time. Train to sustain – push your engine to put out more watts.
4. **The 4-14-24 Plan.** You ever see people that do workouts that fall into the same time domain? Or sessions that have the same movements? That's like eating the same thing every day – it's boring and ineffective. Your body adapts to imposed demands (the SAID principle, look it up). Challenge your engine to adapt to workouts that last four, 14 and 24 minutes. These workouts should include loaded movements, body weight exercises and vary each week.
5. **Track and Challenge.** Some people monitor their oil changes better than they monitor their training. Track every workout and have data on key lifts and workouts. Challenge yourself to achieve something. Wearables and trackers don't mean squat unless you know what you are aiming for.

Training hard and working out with purpose is an opportunity. If you're going to train and make the trip to the gym, make it count!



WORLD GYM®

NEWSLETTER VOL. 12 / 2016 FOURTH QUARTER

NEW "HANDBOOKS" ADVERTISING CAMPAIGN

Get off to a great start this New Year with the "Handbooks" advertising campaign.

With messages that promote self improvement (and images that make you look twice), these advertisements should really resonate with the "New Years Resolution" crowds who are looking to join a gym. This advertising campaign can also be used throughout the winter and spring to attract a more general audience.

These images are available NOW. Contact Blake Manning for more information and to obtain files: Blake.Manning@WorldGym.com.



STAYING IN TOUCH

Never hesitate to reach out to any member of the World Gym Team:

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