



REX Roundtables for Executives™ *The CEO's edge in work and life*

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Bo Burlingham

BY INVITE ONLY!

MUST RSVP & REGISTER (www.REXroundtablesARC.com)

Photos of some long standing REX Roundtable Members.



FIRST ALL ROUNDTABLE CONFERENCE (ARC)

IHRSA 2010 – WEDNESDAY, MARCH 10TH, 11 am - 4 pm
SAN DIEGO CONVENTION CENTER

REX thanks IHRSA for making the REX Convention a part of the IHRSA Convention

FIRST ALL ROUNDTABLE CONFERENCE (ARC)

In the last two years, REX Club Roundtables has grown to 15 club-owner roundtables in North America, Brazil, Australia and New Zealand. The bonding within a REX Roundtable is something you have all experienced. With this All Roundtable Conference we begin the bridging across REX Roundtables.

Keynote Speakers:

The Power of Peers

Deep trusting relationships have enabled me to excel in business and life. I will let you know what makes them deep, what makes them trusting and what you can do to accelerate excellence in your business and life.



By David Patchell-Evans: Founder and owner of Goodlife Fitness and Chair of IHRSA's board.

Founder and owner of Goodlife Fitness, whose vision is to give all Canadians the opportunity to live a healthy and fit life. Goodlife grew by 60% in 2009 and now has close to 300 clubs stretching across Canada and is the 5th largest fitness company in the world. Goodlife has been recognized as unique with consecutive wins as one of Canada's 50 Best Managed Companies 2003 - 2009.

In 2009, Patch accepted the position of Chair of the IHRSA Board of Directors. He travels over 200,000 kilometers per year as a global advocate for health and fitness. Patch has been a member of REX's first Club Roundtable since the early 80's and has not missed a meeting.

In September 2009 Patch's 2nd book, the **Real Sexy, Smart and Strong**, launched and achieved immediate international best seller status. His first book, *Living the Good Life*, has exceeded 1 million copies in paperback and audio book format. All proceeds from both books support autism research by the Kilee Patchell-Evans Autism Research Group at the University of Western Ontario.

Bottom Line Training: How Training Can Drive Bottom Line Results, If....

- You can tell when it's a problem with training, systems or management.
- You know when to use tests and when to use observing to assess learning.
- You know the Four Questions that enable you to design a training plan.
- And ultimately, if you know the five key Benefits of Training.
- Maggie's 16 years of designing training which produces results will double the value of your training.
- You have the right criteria for your trainers...there are five.
- You can define and link bottom line results to bottom line training.
- You have a comprehensive training plan with a training passport.



By Maggie Bayless

Zingerman's Delicatessen has become an Ann Arbor institution, and Maggie Bayless has been associated with it since the doors opened in 1982. Maggie worked for General Motors before joining American Natural Beverage (maker of Soho Natural Soda), as Midwest Regional Sales Manager. In 1988, she helped Zingerman's computerize their inventory and product costing systems, while working full-time as project manager and instructional designer for Arbor Systems Group. At Arbor Systems, and later on a freelance basis, Maggie managed the development of training courses for corporate clients that included IBM, NCR, and the Ford Motor Company.

In 1994, Maggie decided to partner up with her old pals from Zingerman's, and Zingerman's Training, Inc. (a.k.a. ZingTrain) was born. ZingTrain acts as "keeper of the corporate knowledge" within the Zingerman's Community of Businesses, helping

Zingerman's managers improve their departmental training. In addition, ZingTrain shares Zingerman's expertise with outside clients through seminars, consulting services and customized training. Her "Staff Training" column is a regular feature in *Gourmet Retailer* magazine.

Keynote Speakers: (Continued)

HOW CLUBS CAN BE SMALL GIANTS and serve members, out run competitors, be contributors to their communities and make money.

Presentation and open discussion on the simplest and most significant breakthrough in business philosophy and strategy for business success. Come and learn how the Small Giant approach to business success can apply to your club. And by using Bo's Small Giant insights - there are fifteen of them - it will help you better implement your desire to serve members, out run the competitors, add to your community and make money. When you register you will receive a summary of the characteristics of Small Giants and a link to the new Small Giants Community.

By Bo Burlingham,

Bo Burlingham is the author of *Small Giants: Companies That Choose To Be Great Instead of Big* and an editor-at-large of *Inc.* magazine. *Small Giants* has been a core recommended book in REX Roundtables for three years. Many of you know Bo's writing from the August 2008 cover article in *Inc. Magazine* on Joe Cirulli. *Small Giants* describe businesses that are privately held and equally committed to profit, staff, customers and community. Bo joined *Inc.* in 1983 as executive editor six months later. In 1990, Bo resigned to chronicle the exceptional small businesses that were simply not getting coverage in business schools or consultant books. He wrote two books with Jack Stack, *The Great Game of Business* and *A Stake in the Outcome*. See his upcoming cover article in *Inc.* on an emerging small giant, Nick's Pizza and Pub. REX has led several sessions at Nick's for Roundtable members. Bo and Will Phillips are launching a Small Giant Roundtable.



Roundtable Discussions:

▶ Connect With Your Peers In Other REX Roundtables

REX Member Mini Roundtables over lunch will connect you with owners of similar size and type clubs in other Roundtables. Meet and explore common challenges. Stay in touch throughout IHRSA and compare notes.

Connect your key staff with their peers over lunch: General Managers, Marketing, Sales Managers, Finance, IT and Web, Personal Training, Group X, Human Resources and more. Bonding and bridging across similar departments is one of the very best professional development activities. Rex will help keep sub groups connected after IHRSA. They will drive performance in your club. Isn't it time you offered your staff significant, ongoing professional development?

Event Schedule:

WEDNESDAY, MARCH 10TH, SAN DIEGO CONVENTION CENTER

- 11:00 – Kick off by David Patchell-Evans, President of IHRSA and long time REX Roundtable member.
- 11:30 – Maggie Bayless from the first small giant company, Zingerman's
- 1:00 – Box Lunch and REX Roundtable Bridging meetings: Owners meet with peers in other Roundtables; Department Heads meet with your Roundtable Peers

- 2:30 – Bo Burlingham and How Your Club Can Become A Small Giant and serve members, outrun competitors and be endeared by your Roundtable Peers.
- 4:00 – Debriefing with Peers, Department heads and Bo.
- 5:00 – Cocktails with Bo - at the Hilton. Vendor - sponsored
- 7:00 – Dinner with your peers

REGISTER ONLINE TODAY!

Go to www.REXroundtablesARC.com to Register

Travel Information:

▶ \$159 per night SPECIAL HOTEL RATE FOR REX REGISTRANTS

Precor, one of our sponsors, is the exclusive supplier to the Hilton family hotels worldwide. As a result of this, Precor is delighted to offer our members their exclusive rate at the Hilton San Diego Bayfront Hotel during IHRSA 2010 from March 8th - 13th, 2010. The rate per night excluding tax is \$159.00 USD.

Room block under the Precor rate is limited and available on a first come, first served basis. To make a reservation at this rate, quote this special code: IHR.

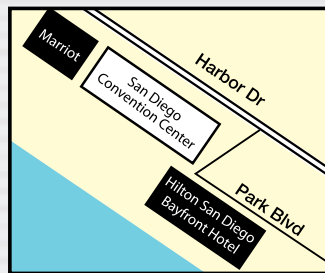
- To reserve by phone call US 1-800-445-8667 or international +1-800-774-1500

Hotel Details:

Hilton San Diego Bayfront Hotel
1 Park Boulevard
San Diego, California, 92101

If the Hilton rooms are full IHRSA has rooms at the Marriott Gaslight and the Omni

Some restrictions may apply. Call for details and reservation requirements.



Register Today
for IHRSA
1-800-228-4772
IHRSA.org

REX Chairs:



Will Phillips - USA



Eddie Tock - USA



Justin Tamsett - ANZ



Marcos Tadeu - Brazil

SPONSORS: Rex is pleased to have carefully selected sponsors for this event. The partnership between the best clubs and the best vendors enables us to build the best businesses in true Small Giant fashion. Our sponsors enable us to bring you this convention at essentially no cost to you. The proceeds from the registration fees will be donated to the autism foundation that Patch has founded.

Our sponsors are: PRECOR, ABC, Advecor, DG International, HydroMassage, IHRSA



PLEASE CALL/EMAIL ANY QUESTIONS TO:

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or

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