

# CLUB NEWS

## Columbia Court Club

[www.columbiacourtclub.com](http://www.columbiacourtclub.com)

541-567-5827

*Columbia Court Club Is:*

*“Exceptional Service and Results Achieved On A Personalized Basis”*

## TOP 10 ERRORS TO AVOID IN THE CLUB

Recently, the American Council on Exercise (ACE) polled some 3,000 ACE-certified fitness professionals to find out what they thought were the top 10 mistakes being made by club members.

1. Not stretching enough: Stretching not only increases mobility, but also helps reduce injuries. It's important to stretch properly before and after exercise.
2. Skipping the cool-down: Cooling down prevents dizziness and fainting, lowers heart rate and prepares the body for future workouts.
3. Not warming up: members who start off full throttle are prime candidates for exhaustion and injury. An unhurried build-up gets the blood flowing and gives muscles time to adapt/warm-up.
4. Lifting too much weight: More isn't necessarily better. Members should use weight that they can control throughout the entire range of motion for the exercise and gradual increases over time.
5. Using momentum, rather than muscles, to lift weights: Slower controlled lifting is what actually builds muscular strength.
6. Exercising too hard: Members should know that they can't make up for missed workouts. Everyone misses a workout from time to time. The successful fitness exercisers make sure to re-start their fitness/lifting program and if necessary step it down a notch or two for a few initial sessions vs. exercising too hard.
7. Not exercising intensely enough: If a workout isn't challenging, people will become discouraged by the lack of results. You can achieve positive results by making changes to the routine, picking up the pace or possibly increasing the amount of weight used. All must still be executed with proper form.
8. Incorrect posture: whether using machines or working out in a group exercise class, members should never slump or slouch-both of which can wreck havoc on one's back.
9. Not drinking enough water: Make sure water is readily available and make sure you keep up with drinking it. If you get thirsty during exercise you're already getting dehydrated. You need to drink water before you actually sense getting thirsty. Drink small amounts of water throughout your exercise routine.
10. Consuming unnecessary supplements: Your body can only process a given amount of protein in a given amount of time consuming too much, is simply passed through your system. If you're trying to gain muscle mass the old school rule was to consume 75% of your body weight in grams of protein/day. And those high-calorie energy bars and sports drinks are best suited for long intense workouts, usually not your everyday exercise routine.



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### INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

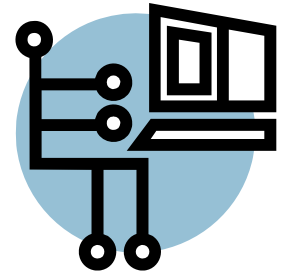
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be

used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



*Caption describing picture or graphic.*

*"To catch the reader's attention, place an interesting sentence or quote from the story here."*

### INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed

internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

### INSIDE STORY HEADLINE

This story can fit 75-125 words.

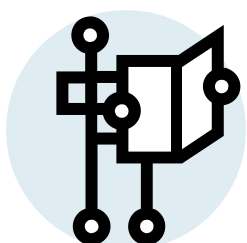
Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes

thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



*Caption describing picture or graphic.*