



The Seven Flags Chronicle



Free Publication

Week of August 15, 2005

UPCOMING EVENTS

August 22**Fit Over 50** Informational Meetings 9:00AM & 6:00PM**August 26****Fit Over 50** Informational Meetings 9:00AM
20/20 Women's Club Session I Celebration! 5:30-7:00PM**August 26-28****GRAND OPENING WEEKEND****September****"Join-A-Friend"** Promotion**October****Fit Kids Club**
Halloween Bash**December****Holiday Lighting**
New Year's Eve Celebration

Under New Ownership . . . 7 Flags Gets Facelift!!

7 Flags Grand Opening Celebration August 26-28

Under new ownership, 7 Flags is pleased to announce its Grand Opening Celebration. Come see the Club during the weekend of August 26-28, see all the changes and improvements, meet the new staff, and see for your self what all the buzz is about!

Door Prizes
Membership Discounts
Fun Games & Contests
Free Demonstrations & Activities



In January, 7 Flags Fitness & Racquet Club in Clive changed ownership. And my how things have changed since then. With some new staff, some new ideas, and more importantly a new attitude, 7 Flags really has had an "Extreme Makeover!"

Sitting down with Steve Giblin, 7 Flags' Chief Operations Officer, you get a sense of accomplishment with everything that's taken place at the Club. "Since January, we really have focused on making 7 Flags the premier health club facility, not only in the Des Moines area, but also in Iowa and the Midwest," Giblin said recently. "The whole idea has been to give our Members a place to be proud of; a place they can happily call home! And we think we've made a great leap in that direction!"

When you go down the list of all the improvements, additions, and upgrades made to the 7 Flags' facility, you'll see that Giblin and the rest of the 7 Flags staff mean business!

-New exercise equipment;

treadmills and ellipticals.

-New carpeting and floor mats for the main floor area.

-New tile flooring in the saunas and steam rooms.

-New Dri-Dek non-slip flooring for locker and pool areas.

-New pumps/jets for the whirlpool.

-New tae kwon do facility.

-New spin class facility.

-New physical therapy clinic space.

-New restaurant/café/deli.

-New and improved lighting throughout the facility.

-New fountains and landscaping to the front entrance.

-New towels.

-New audio-visual equipment.

-New and improved A/C units.

-New play equipment for the Kid's Gym and Nursery.

-New computer hardware and software.

-New Website to Come!

"We've put out a lot of effort into the Club, in blood, sweat, tears . . . and the pocketbook. And it's made a huge difference!" Giblin then added, "And believe it or not, there's much more to come!"

lose weight, get in shape, gain muscle, and yes overcome fears. We can most definitely help through the specially designed Personal Training programs we offer here at 7 Flags!"

"Shawn is great. He makes me get to work and get it done. He's going to help me get in shape and tell all the world . . ."

"Fear is not a Factor for me!"

Letter From The Editor

Welcome to the August edition of The 7 Flags Chronicle! Here at 7 Flags Fitness & Racquet Club, we are committed to being the premier "Health" Club in town. Isn't that what we all truly want in life . . . to be healthy while we're here and enjoy the time we have? We believe so!

Let me pose a question: What is the value of your health? Really, how much is your health worth?

In today's world we all get wrapped up in saving a buck here or there. Coupons, discounts, sales, bargains are all around us. We are all looking for the best deal. And in doing so, we often sacrifice quality for price. Should we do that with our health? Don't we pay whatever the doctors and dentists tell us? Of course we do, because we trust them to keep us healthy. Should we really worry about a buck or two when it comes to picking a "Health" Club? Or should we not be more concerned with the quality of that "Health" Club? We believe so!

The average "Health" Club membership in town is somewhere around \$600/year. That's \$50/month. How many trips to McDonald's is that? How many nights at the local tavern is that? How many trips to the movie theatre is that? How many video game rentals or purchases is that? How many pieces of new clothing does that buy? Isn't your health worth as much or more than all the rest of these discretionary items? We believe so!

Next time you think about your "Health" Club membership, ask yourself all these questions and then come find out for yourself if 7 Flags Fitness & Racquet Club isn't the best place in town to purchase your "Health!" We believe so!

Tana Training to Beat Her Fears!

A month ago, Tana Goertz joined 7 Flags and started her very own Personal

Training program with one of the very best Trainers in town, Shawn Dassie. But Tana, of

The Apprentice fame, had more in mind than just getting in shape. With a coming appearance on NBC's Fear Factor, Tana needed a unique program. With the help of Dassie, 7 Flags' Director of Fitness & Special Programs,

Tana is one month into her very own training regimen. "I knew that I needed to get in better shape for the Show, but I also knew I needed more," Goertz said. "Shawn has designed a program for me to make sure I am ready to conquer my fears with the best of them. As with The Apprentice, I intend to win when I get on Fear Factor!"

The program Dassie designed

consists of rigorous cardio and strength workouts. In addition, Tana will go through underwater work in the pools, outdoor training, and mental imaging on her way to beating those fears! Dassie added, "Our Personal Training Staff can design programs to help anyone and everyone accomplish their personal goals. Tana's goals may be more public than others, but there are many people trying to



Check out our new
WEBSITE
7FLAGS.COM

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ATTENTION MEN & WOMEN 50+

Staying fit at 50 and over isn't always easy. Let us help!
A new program coming soon to 7 Flags! You won't want to miss the informational meetings. August 22nd at 9 a.m. & 6 p.m. and August 26th at 9 a.m.

**FIT
50
OVER**

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