



Message from Frank Santana:

Finally, spring has arrived and it appears this long cold snowy record breaking winter is over! Bring on the warmer weather and all the great outdoor fitness opportunities to get out and break a sweat! One of the unique and exclusive benefits of our facility is our proximity to the terrific and scenic Greenbelt walk/run/bike trail system. Hopefully you will take advantage of this opportunity while we have the weather for it and on those rainy days you can always get back on the indoor track or get your heart pumping workout by going to one of our FREE group exercise classes or in the cardio room.

During the month of April we will be weaning off our stock of shower/hand gel soap in the women's and men's locker room (Executive Locker room is excluded) and providing complimentary small soap bars at the front desk till the end of April. We will at some point this month be removing the shower soap dispensers and replacing them with soap bar/shampoo holders of some kind. Most members now bring their own shampoo and we suggest members bring their own soap in the future, however we will continue to stock soap bars and plastic soap bar containers at the front desk which can be purchased for a nominal fee of \$1.00 each starting May 1st.

We are not into watching much TV however there is a new TV show called "Food Revolution" which really educates viewers on the ins and outs of the unfortunate toxic food environment caused by the consumption of heavily processed foods and the show attempts to supplement these foods with "real food" like fresh fruits/vegetables and fresh unprocessed meats/fish and chicken. Now there is a TV program whose time has definitely come!!! Chow!!

Lastly, you will see poster around the club about the Coronary Heart Improvement Project (CHIP), a non profit organization which provides a terrific educational experience into healthy foods and behavioral lifestyle modifications all geared to improving your heart health and reducing or reversing heart disease, diabetes and obesity. If you know someone who benefit from this program encourage them to contact the director Gerrie Adams at 210-4325.

Message from Personal Trainers:

Why Diets Fail

By Reid Jansonius
NASM-CPT
7 Flags Personal Trainer



If you are exclusively dieting to achieve a weight loss goal, I have some bad news for you. You're going to fail. It's inevitable.

Why?

The answer begins and ends with your metabolism – the higher it is, the more calories your body requires even in a resting state. Your resting metabolic rate is determined by many things – your body composition, genetics, your activity level and more.

And dieting – especially very low calorie dieting - causes your metabolism to drop like a ton of bricks. When you severely restrict the amount of calories you take in, think about the message you are sending your body. You are quite literally starving yourself, and the body responds by becoming extremely efficient at conserving energy and storing the food it receives as fat.

Furthermore, when you diet, you may think the scale reflects lost body fat, but in reality, the body will use both fat and lean muscle for its energy needs (keep in mind that the more lean mass you have, the higher your RMR will be).

So, when you inevitably resume your old eating habits, your decimated RMR ensures that all the weight comes back, and then some. Crash dieting is a temporary fix to a permanent problem (an unhealthy lifestyle) and is, to be frank, an exercise in futility and frustration.

To truly change your body and improve your health, you need to make a commitment to a healthy lifestyle. That means regular exercise and eating a well-balanced diet over an extended period of time.

Long term, sustainable weight loss means losing between one and two pounds a week by creating a small caloric deficit of about 500 calories. Be realistic – if you are constantly hungry, you won't stay on that diet for long. Starving yourself is not the answer.

Instead, the answer is the largely the same as it's always been: regular exercise combined with a diet rich in whole grains, vegetables, and fruits and low in fat and processed food.

A smart diet will keep you feeling full and provide the energy you need for an active lifestyle. Regular exercise – especially resistance training – will help you achieve that 500 calorie deficit as well as keep your metabolism elevated.

It's a simple plan, but certainly not easy one to maintain on your own.

If you're serious about making a commitment to weight loss, talk to a 7 Flags personal trainer. They're certified professionals who can put you on a unique exercise prescription,



in addition to providing the motivation and accountability you need to stick to a long term plan.

Set up an appointment today, and let an expert get you on the track to achieving your weight loss goal!

Message from the Tennis Department:

Well, the warm weather is finally here and summer tennis is right around the corner! Here at 7Flags Tennis we have many opportunities for you to get involved in the game of tennis during the summer. One opportunity in particular will be our Cardio Tennis class on Saturday mornings from 10 – 11 am. **Come out and get a heart-pumping workout!** For more information on Summer Adult Clinics and “Specials” please email our Director Tylor Schlader at tschlader@7flags.com.

Looking for a way to keep your kids active during the summer months? Well, email our Junior Director Marina McCollom at mmccollom@7flags.com for information on days and times of junior clinics. Throughout the summer we will be hosting Junior Novice/Advanced tournaments once a month along with other clubs in town. Look for more information shortly on our website at www.7flagstennis.com.

Spring clinics and leagues will be continuing through the months of April and May so if you have not signed up yet **DO IT TODAY!!**

Message From the Director of the 20/20 Program:

How to get RESULTS – understand what you are doing and make sure you are maximizing your time effectively by using resistance, proper posture, slow secure movements and appropriate reps.

Core Strength Training

If you want to lose fat or change your body, one of the most important things you can do is understand how to reach deep to penetrate your core muscles with weight resistance. Diet and cardio are equally important, but when it comes to changing how your body looks, weight training properly makes a difference. If you've hesitated to start a training program, understand how to reach your core muscles. Intense proper core training with light weights will do the following:

- Help raise your metabolism.



- Muscle burns more calories than fat, so the more muscle you have, the more calories you'll burn all day long.
- Wake up the small muscles, exercise more than just your large muscles, quad, biceps, glutei us maximum(butt)
- Strengthen bones, especially important for women
- Make you stronger and increase muscular endurance
- Help you avoid injuries
- Increase your confidence and self-esteem appear more toned and tight
- Improve coordination and balance

Getting started with training can be confusing--what exercises should you do? How many sets and reps? How much weight? Cardio? The routine you choose will be based on your fitness goals as well as the equipment you have available and the time you have for workouts.

The Basics We will help you understand the principals and coach you to move properly.

These principles will teach you how to make sure you're using proper posture, enough weight, determine your sets and reps and insure you're always progressing in your workouts.

1. **Overload:** To build muscle, you need to use more resistance than your muscles are used to. This is important because the more you do, the more your body is capable of doing, so you should increase your workload to avoid plateaus. In plain language, this means you should be lifting **enough weight that you can ONLY complete the desired number of reps**. You should be able to finish your last rep with difficulty but also with good form.
2. **Progression.** To avoid plateaus (or adaptation), you need to increase your intensity regularly. You can do this by increasing the amount of weight lifted, changing your sets/reps, changing the exercises and changing the type of resistance. You can make these changes on a weekly or monthly basis.
3. **Specificity.** This principle means you should train for your goal. That means, if you want to increase your strength, your program should be designed around that goal (e.g., train with heavier weights closer to your 1 RM (1 rep max)). To lose weight, choose a variety of rep ranges to target different muscle fibers.
4. **Rest and Recovery.** Rest days are just as important as workout days. It is during these rest periods that your muscles grow and change, so make sure you're not working the same muscle groups 2 days in a row.

Before we get started on setting up your routine, a few key points in mind:



1. **Always warm up** before you start lifting weights. This helps get your muscles warm and prevent injury. You can warm up with light cardio or by doing a light set of each exercise before going to heavier weights.
2. **Lift and lower your weights slowly.** Don't use momentum to lift the weight. If you have to swing to get the weight up, chances are you're using too much weight.
3. **Breathe.** Don't hold your breath and make sure you're using full **range of motion** throughout the movement.
4. **Stand up straight.** Pay attention to your posture and engage your abs in every movement you're doing to keep your balance and protect your spine.

Reserve your space for Core Training information today. Sessions forming for Saturdays, weekdays and 2 Thursdays per month. Email your request today: hlewis@7flags.com.

Message From the Kid's Gym:

Warmer weather is great! Unfortunately, " April Showers" brings mud and puddles. Just what we don't need. Let 7 Flags be your rainbow on those Rainey days. Bring the kids into the 7 Flags Kid's Gym where they don't need an umbrella. While you get work on getting your body swimsuit ready!

Can't wait to see you there!

THINGS TO REMEMBER:

With warmer weather comes sandals, please remember to bring socks! Please refrain from giving your child gum or candy as they go to the Kid's Gym, as they will be asked to throw it away! Remember, if you take tennis lessons please feel free to use the Kid's Gym! For only \$5.00, its a great deal!

Have a great April, and please stop to see us in the Kid's Gym!!!

Thank You

Maggie
Kid's Gym manager

Message from Special Programs:



7 FLAGS WOMEN'S LIFE CHANGING TONE & TIGHTEN 20/20 PROGRAM. LOSE FAT, TONE UP, & STRENGTHEN YOUR CORE.

THIS PROGRAM DESIGNED TO TEACH YOU PROVEN EFFECTIVE MUSCLE MOVEMENTS TO STRENGTHEN YOU, TONE YOUR BODY, LOSE INCHES.

Classes Starting: Call-515-249-4095 or email hlewis@7flags.com for questions.

Monday, Wednesday, Thursday 6:15PM – 7:15PM

- **All Individuals will be measured to meet weekly goals.**
- **Goals must be completed prior to session 1 on April 12th, 2010.**

\$250 members, \$300 non-members 5 weeks 15 sessions
email hlewis@7flags.com

Message From Say Hello to “Joe’s:”

My name is Joe Grandanette, and I would like to just invite members/non-members up to my store, Say Hello to Joe’s. Say Hello to Joe’s is open Monday through Thursday 4:30pm to 8:30pm and Saturday 9:00 am until 3:00pm. I sell protein shakes, smoothies, sandwiches, and a full line of sports nutrition.

Message From Massage:

May Massage Madness!

You’ve heard of March Madness – now it’s time for May Massage Madness with special deals and seminars for you!

Couples Massage Seminar Friday, May 14, 7:00-9:00pm: Learn how to address common complaints such as shoulders, back, headaches, hands & feet as well as a basic routine for a relaxing massage. Everyone remains clothed with the emphasis on relaxation and relieving aches & pains. This 2-hour seminar costs **\$50 per couple** and includes all materials. Please pay at the Front Desk by **May 10. Minimum 3 couples.** For more information, contact Erin at 491-8721 or PersonalBestMassage@q.com.

Infant Massage Seminar Saturday May 1, 9-11am: Learn how to give massage to your child! Designed to teach the adult to give massage to children from newborn to 18



months of age, although the techniques can be used at any age thus providing a lifetime of benefits. Class size is limited to five families for personalized attention. Instructional materials and massage oil included in cost. **\$50 per family.** Please pay at the Front Desk by April 26. **Minimum 3 families.** For more information, contact Erin at 491-8721 or PersonalBestMassage@q.com.

Buy a massage, get another half-price! Purchase any massage one hour or longer during the month of May and you will get another of equal value for ***half price!*** Good on gift certificates.

Don't forget gift certificates for Mother's Day, graduation, weddings, showers!
Available at the Front Desk!

Chair Massage Mondays: April 5 and May 3, 9-11am and 6-8pm.
10 minutes just \$10! Don't forget to save \$10 and a few minutes for a cool-down after your workout! Stretching also available.



FREE Introductory Salsa Group Class
Sign up NOW 7 FLAGS Fitness Center
Wednesday at 7:00 p.m. – 8:30 p.m.

[Click here to sign up](#)

- **Add some excitement to your evenings out!**
- **What do you have to lose?**
- **Sign up NOW for your FREE introductory group lesson**
- **Stop standing on the sidelines**
- **Start looking cool on the dance floor**
- **Learn the basics of salsa in one easy and fun lesson**
- **You will have so much fun, look good, and feel confident -WE GUARANTEE IT!**
- **You will gain balance, feel confident and tone your legs and abdomen**



Get ready for Mother's Day!!!! STARTING MAY 5th

Wednesday classes are held at the 7 Flags Fitness Center located at 2100 NW 100th St. Clive, IA 50325. For more information email: hlewis@7flags.com
Or Melanie.rivera@gmail.com

Salsa Des Moines is a non-profit organization that aims to teach the art of salsa dance and foster awareness of and interest for all forms of Latin street dance within the Greater Des Moines and Ames communities. Salsa Des Moines offers the most comprehensive teaching program in salsa dance and the salsa rueda in the State of Iowa.



Luisito Cabrera established Salsa Des Moines out of a passion to teach the art of salsa dancing. He focuses on teaching students how to be a better salsa dancer by understanding the concepts of rhythm and timing, musicality, lead and follow, partner work, and styling. Luisito taught all the ballroom dances at the Fred Astaire Dance Studios in New York City and was involved in competitive dancing. His passion for Latin dancing brought him to focus primarily on teaching salsa, cha-cha, bachata, merengue, hustle, east and west coast swing. In addition to teaching in NYC, he has also taught salsa dance in Switzerland (Geneva, Bern, Lausanne, Zurich) and has attended numerous salsa congresses all over Europe and the United States.



Melanie Rivera has a foundation in hip hop and jazz, and has been dancing salsa for the past eight years and instructing for the past 3 years with Continuing Education and at the DMBDS. She was the founder and president of Descarga: Latin Dance Club at Iowa State University. And has performed throughout central Iowa, including at the Inaugural Ball of Gov. Chet Culver and as the lead salsa dancer in the production of Swing! At the Des Moines Playhouse. Melanie has also participated in the Chicago Salsa Congress for more than five years. She specializes in teaching beginner, intermediate, and ladies styling/shines in salsa, and beginner cha cha, merengue, and bachata. She will teach couples, groups, and individual males.