

Subject:

LAC | Letter from Owner Jay Watterson | GYM Upgrades Updates | New Classes Added



LETTER FROM THE OWNER

A New Look, Building on our Staffing core and responsibilities, a new exterior and parking lot....a lot of good changes as we Continue our commitment to our members and customers and friends. And that is just the beginning as we head into the last part of 2023. We are growing up by a net 12% in our membership base for the year. Our net position is up over 100 new members and that absorption and growth has had little impacts on facility user density. One reason is our recent Class Room expansion added 2,000 sf of new usable space to our floor plan for Body Transformation and Youth Club Classes. This and the flows of our members use of the facility gives us an ability to grow back to pre- Covid numbers. We look to reach that number with the campaigns and partnerships we are planning now, by mid next year.

In addition to the physical changes and member base growth we are now focused on three program areas and core member groups. Currently over 55% of our members are age 35 to 55 and a very strong group consistently. This group is almost a 50/50 split between men and women. Our military, first responders, medical and teachers are 26% of that 35 to 55 group. So who are the others, they are our 17 to 34 group now at 25% of the base and our fastest growing new group...and then the our 55 plus members, renamed our legacy active senior members who many use the gym on a regular basis. This group is forming a Club within the Club to meet monthly on topics of interest and share experiences, skills and support.

One area I and the Staff have wanted to get back to was the classes that are so important to any club. With a substantial investment in the 2,000 sf Class Room, we can now support Body Transformation and Youth Club Classes. I am proud to announce these two new offerings of classes. One for Adults and Teens in Body Transformation, Weight Loss and Management, and two for Youth Club (7-11 ages) and (12 – 17) classes in traditional exercise, recreation, and mind/body games.

With our new hire, Dalton Ervin, as GYM Manager, he brings to us his extensive personal training skills and his certifications including in Body Transformation. He enjoys working with Adults and Teens and brings a deep knowledge of working with young people in exercise Class environments. He will lead our 3 week Lite and our 6 week Full Body Transformation classes planned in the mornings and late evenings. We are launching these now and taking member reserves first before we go public on the offerings.

New Web Site

Web Sites are important for members and nonmembers to read about our facilities, programs and events. We took a lot of input from members and nonmembers before crafting this one...we hope you like it. There are links below on the items I have covered and much more. You can go to the new web site [HERE](#)

On Behalf of LACs Great Staff and Myself | Thank You for The Opportunity To Server Each and Every Member

Regards,

Jay Watterson

Owner/Operator

Loveland Athletic Club

LovelandAthleticClub@Yahoo.com

THERE ARE A NUMBER OF CHANGES AT YOUR LOVELAND ATHLETIC CLUB FACILITIES AND PROGRAMS



New Kids Club Room



New Web Site



Mr. Jackson Mr. Salazar Jiu Jitsu | Tang Soo Do



Ray Salazar
3rd DAN Black Belt
Martial Arts Lead

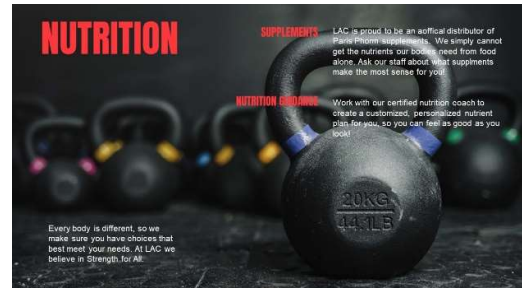
1000 S LINCOLN AVENUE
LOVELAND, CO 80537

**NEW LAC LOOK
COMING IN 2024**



1000 S. Lincoln Ave, Loveland, CO | Architect drawing of new building exterior. Work is currently underway as weather permits

NEW FACILITY EXTERIOR & PARKING LOT AREA | - New Parking Lot Top and Expanded areas. An outdoor patio area for summer enjoyment and new exterior signs. New exterior lighting joining the LED green movement. This work joins the interior work done with a number of upgrades and new room expansions inside. Come see our new look...[Facility Link](#)



LAC NEW WEB: New user friendly web site is being completed for launch in mid-November. The new site has all the new classes on it with individual pages. A activities calendar is also being added so members can see some of their favorite activities and when they are planned. A facility page with all the exercise rooms adds a lot of visual views of the gym uniqueness layout and modern equipment. A Use calendar will be available for renting the Red or Blue Rooms for parties, Meet and Greet, and classes for one day or a whole season.

NEW MMA CLASSES & NEW TRAINER [MAA Brazilian JiuJitsu | Blue Room] – Ontario Jackson has taken up residency at LAC teaching the Brazilian form of Jiu Jitsu which allows smaller opponents to manage large adversaries with unique moves and leverage. Mr. Jackson's delivers his one on one and group classes under his firm KingSnake Jiu Jitsu. | Interested parties can contact him directly at Url: www.KingSnakeBJJ.com
Tel: 970-805-0441 by text

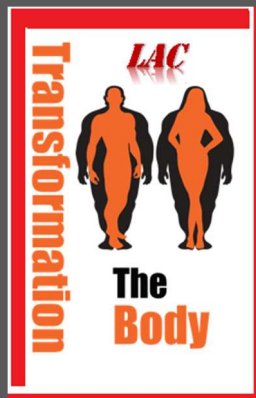
EXISTING MMA CLASSES [Blue Room] TANG SOO DO CONCEPTS by Ray Salazar - 3rd Dan Instructor, has been available in LAC's offering as part of the MMA training techniques for Children thru adults, and for all skill sets from beginners to pros. Interested individuals can contact Mr. Salazar at
Url: www.tangsoodoconcepts.com
Tel: 970-388-8895 |
email rgsalazar@live.com

NEW CLASSES | ADULTS & YOUTH | 2000 SF CLASS ROOM

MMA BLUE ROOM



New Classes Room



Classes Include Nutrition Guidance



NEW ADULT AND TEENS BODY TRANSFORMATION CLASSES | 6 Weeks Full Lose Up to 20 lbs | 3 Weeks Lite Lose Up To 10 lbs

NEW CLASSES START NOW

First 10 sign ups get 10% discount

LEARN MORE

ACT NOW GET YOUR DISCOUNT

NOW AVAILABLE | Intro To Body Transformation

WEIGHT LOSS 3 WEEK CHALLENGE

"BODY TRANSFORMATION IS OUR CORE BUSINESS"

LITE

WEIGHT LOSS 6 WEEK CHALLENGE

"BODY TRANSFORMATION IS OUR CORE BUSINESS"

6 week weight loss challenge. HIIT/CARDIO style workouts to meet each client's weight loss target. **LOOSE UP TO 20 LBS**

FULL

The New Classes for Adults and Teens is focused on stepping back into exercise and a routine or building on your exercise life style you currently have. The Body Transformation (BT) Classes are just that. They are meant to shape the body and shed unwanted pounds. The Classes are taught by Dalton Ervin, our new GM and Certified Personal Trainer in Body Transformation and Nutrition. The stress in today's environments leads to overweight, mental fatigue and sleep degradation, these classes deal with those issues head on for a better you.

The BT Classes use aerobics combined with light weights and good nutrition to give the individual the knowledge and ability to affect changes.

The Classes are in two Class forms, the Full 6 Week and 24 session Class of 1 hour/session in which you will see the weight peel off (up to 20 lbs of an individual's excess weight **) and a good night's sleep returning along with much higher normal energy levels. This class builds your sustainability levels in handling stress and good eating habits as well. In the 6 WK Class all sessions must be attended or made up, to stay on goals and outcomes set at the beginning by the trainer and individual. [Link to Program](#)

The second Class form is the LITE BT Class of 3 weeks and it is intended to build confidence, endurance and good health for those who need a restarter in putting exercise back into their lives or just restarting it or you have a limited period to shed some weigh before a special event, This class undertakes similar training found in BT Full Class however with less intensity and weight loss impacts. Participants can transition into the Full BT Classes from this LITE version as they enter their 3rd week or sign up to continue in the LITE class as part of their gym membership add on subscription month to month.

A Special Launch of the 3 WK Body Transformation Class will be done right after Thanks Giving on December 4th running thru the 21st to give our class participants the opportunity to shed up to 10 lbs before the Holidays begin and Guest arrive...Send us a Note to Sign Up [Here](#)

For More General information go to our new web site [HERE](#) or Go To Get Your Reserve Here **RESERVE NOW**

FOCUS ON YOUTH

NEW YOUTH CLASSES | KIDS 7 - 11 age | YOUNG ADULTS 12 - 17 age



YOUTH CLASSES | TWICE PER WEEK
MID AFTERNOONS | EARLY EVENINGS | AND SATURDAY MORNINGS

CLUB FIT CLASS FITNESS

Lead Trainer:
Dalton Ervin, PT
Certified

NEW YOUTH CLASSES

CLUB 360 CLASS 360

This Unique Class will be LEAD by
Dalton Ervin PT Youth Certified

New Youth Class Active & Fit



YOUTH | CLUB FIT CLASS| LAC'S NEW YOUTH **TRADITION EXERCISE** CLASS [Bi-Weekly]

The Traditional Youth/Teen Program | This Traditional class fixes the fitness gap in society today by providing a structured fitness programs for youth, as a unique transformative program designed to fill that gap for youth ages 7 to 17. This class combines the physical strength of traditional strength and exercise training with the invaluable group team socialization skills and group and one on one collaboration training needed in today's world. In this Youth class, we focus on building robust, strong and flexible bodies while nurturing resilient and collaborative, skills which can lead to great success in life. Class info [HERE](#)

Lead Trainer: Dalton Ervin, PT Certified ..*"Learn the fundamental building blocks of fitness and health. This class will not just build them physically with Compound and HIIT style movements, but also, instill hard work and mental toughness into their everyday lives "*

YOUTH CLUB 360 | LAC'S NEW ACTIVE & FIT | **GET ACTIVE YOUTH CLASS** [Bi-Weekly]

CLUB 360 CLASS | RE-ENGAGED EXERCISE AS AN ACTIVE PART OF A YOUTH's LIFESTYLE: This Class is more than a fitness class, it's an opportunity for today's virtual reality technology youth world to be blended with body and mind exercises in a physical environment. for a new healthy life style. This youth exercise class re-engages the body with the mind in collaborative challenges leading to this 360 youth life style. Our focus is on strength and flexibility training, as well as nutrition, as a means to help kids with weight concerns, social interactive skills, and the renewed energy to discover new enjoyable ways to stay active and cultivate lifelong habits of good health and wellness. The class may use periodically virtual reality games and head sets to add to the 360 exercise experience blending both the physical and virtual environment for personal health and wellness, This unique class may be the first in the NoCO region. Class info [HERE](#)

This Unique Class will be LEAD by Dalton Ervin PT Youth Certified

Fast track your children's exercise while they focus on the health and skills related components of exercise. Power, speed, agility, reaction time, balance, and Body Composition coordination, all while having fun playing games in a safe environment!



LAC NEW **SENIORS** LEGACY MONTHLY MEET & GREETES [Non Members \$10 | Members No Charge]

They built the Country, raised children, they were our teachers, our fireman, our scientist and engineers. Their history and talents of part of Our Great Legacy and They Have Our Respect and "Thank You". LAC Working with Our Senior members, now 20% of our active members base, has formed the Legacy Senior's Club. A Club within Our Club. [Get info Here](#)

Legacy Club Tours new Natural Grocers in Central Loveland | Tour will be November 29th at the Store and with Natural Grocers Nutrition Director. Such tours are planned by the group throughout the year based on their Club interest in Health, Nutrition, Finance, Insurance, medical services and other topics.

OUR STAFF

ABOUT US

ABOUT US
Join Our Family

At Loveland Athletic Club, we believe in only the highest standards of physical fitness training, equipment and quiet workout space. Since being founded in 2000 by Jay Watterson, our staff members are actively enriching the lives of our members and creating a community of like-minded people who love being healthy, active, and in touch with their exercise, and feel good needs. Getting into and staying in shape is our goal for all our members Sign up today!

Our Staff:

Jay Watterson Owner/Pro Personal Trainer

Dalton Ervin, Gen. Mgr/Personal Trainer/Body Transformation Specialist

Danny Tullius, (Coach) Members Relations/Facilities

Tim Black, Legacy Seniors Club/Specialist in Nutrition

Associates : Angelica | Alejandra | Mel

Contact US | Make A Member Referral | Thank You

Refer a Friend to the LAC Family Gym and We will treat them with a special rate for their first six months and "Thank You" for the referral with some incentives you can chose from being supplement and drinks discounts, to a full month of membership free. Just Fill in this form and drop it off at the Front Desk or email it to us at LovelandAthleticClub@Yahoo.com

Our Goal is to expand our members base by 105 in 2024 and you can help by referring friends and others you may know.

Referral



Gym Membership Referral Form

☐ I am an existing member of
gym _____

NAME

Membership Referral

Name

First

Last

Date

Referral

Phone

E-Mail

Location : City Area

Gender | Age

Comments by Member on Referral

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Tel: 970 - 663 – 4009

THANK YOU FOR ALLOWING US TO SERVE YOU AS AN LAC MEMBER