

There are over 27 million golfers in the U.S. and they all have one thing in common: They want to improve their game and become healthier. And they're spending more money than ever on products, lessons, memberships and golf fitness to find the solution. Sales in the golf industry topped \$49 billion last year, and golf fitness is the fastest growing segment in the industry.

So what is the secret to a better game? It's not a new set of clubs. It's finding the right club. A fitness club. One that has a focused program specifically for golfers. One that offers PGFA and USGFA certified fitness trainers who have the knowledge and experience to make a real difference on the course.

The USGFA and Precor offer an exclusive turnkey program designed to deliver consistent, measurable results quickly and safely—and increase new members and revenues to your facility. It's called FLUID STRENGTH.



**PRECOR**<sup>USA</sup>  
move beyond<sup>®</sup>





### New Thinking = New Revenues

Over the years, there have been tremendous advances in golf technology in the form of golf equipment. Better balls, lighter shafts and stronger clubs. However, we've seen limited improvement in overall golf performance. The reason? We've ignored the most important piece of equipment—the human body. Until now.

Golf fitness is now one of the fastest growing segments in the industry. Players are realizing that those who take their fitness seriously will enjoy a healthier game and a healthier score. This is creating an increased demand to achieve that goal—and an overall healthier lifestyle—through fitness instruction.

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#### The USGFA and Precor: A Potent Twosome

The USGFA has been instrumental in the creation of the golf fitness industry. Now we've partnered with Precor to provide a program to help your facility capitalize on exciting trends uniting fitness and golf. As a USGFA licensee, you'll receive the most complete, comprehensive system available on the market: a powerful combination of USGFA knowledge and the fluid, natural motion of Precor equipment. Specifically designed to deliver consistent, measurable results quickly and safely for all ages, this proprietary, licensed program is also designed to increase club membership, generate new profit centers and increase overall revenues.



#### The Leader in Golf Fitness: The USGFA

The world's first organization dedicated to golf fitness education and development for its members, the United States Golf Fitness Association (USGFA) set out in 1998 to change the way the game of golf is viewed and taught. Recognizing that the single, most important piece of equipment in the game is the golfer, our guiding principal is to achieve better and healthier play through fitness instruction. Through our professional certification branch, the Professional Golf Fitness Association (PGFA), our vision is to improve the quality of people's lives by providing the most comprehensive instructors in the world and "turnkey business solutions" for our members and partners.

**Ellipticals**  
EFX576i



**Treadmills**  
C966i



**Cycles**  
C846i-R



**Climbers**  
C776i



**Stretching**  
C240i



**Strength**  
FTS  
Functional  
Training System



#### The Power of Fluid Strength

Traditional golf instruction is taught focusing on positions and pieces of the golf swing in static terms. Typically, a student's subconscious receives the information and reproduces a "pieced" golf swing rather than a fluid reproduction of a golf swing. Instead, the golf swing should be taught in terms of motions, not positions. Fluid Strength™ and Core Impact Training™ are proprietary USGFA programs that teach golfers to produce fluid movements using balance, inner strength and stability, rather than pieced movements. And because all Precor equipment is engineered to move the way the human body moves, the smooth, flowing motion is a perfect match to train the body alongside the mind.

Training methods combining a system of balance for the mind, body and swing can help golfers listen to their bodies. This helps them produce these natural, fluid motions—and ultimately feel the power of Fluid Strength. Improve your students' balance and they can improve their game by 6.5 strokes. With great instruction utilizing PGA professionals, we can make a significant impact on the game of golf as well as life.

#### Precor—Engineered to Move the Way You Move.

All exercise equipment is not created equal. Only the best equipment moves naturally, smooth and flowing. Just like the human body. And just like the ideal golf swing. Cardio or strength, every piece of Precor equipment is engineered to move the way the human body moves. Which makes Precor the perfect partner for the USGFA—and the perfect way to train the most important equipment in golf, the human body.





## Enhanced Revenue Opportunities

Implement successful business models for in-club retail stores that sell fitness-related products. Additional revenue streams include fees for special group-exercise classes, sports-specific training and personal training.



### The Benefits of Turnkey Business Solutions

The bottom line is that it's all about the bottom line. The faster you implement, the sooner you realize the return on your investment and become a part of the fastest growing segment in the industry. That's why we developed the USGFA/Precor Golf Fitness and Sports Specific Programs to swing into action quickly. We supply the training, the support and the equipment. It's that easy.

### Golf Fitness Brand Power

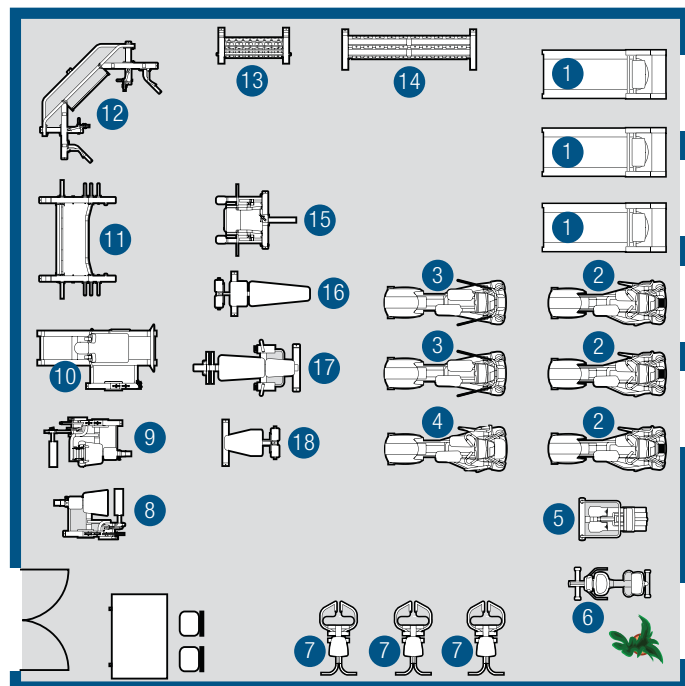
Put the power of the most recognized name in golf fitness to work for you. The USGFA is the undisputed industry leader, which means benefits for you—including volume discounts on state-of-the-art Precor fitness equipment.

### Turnkey Operations Systems

The USGFA has harnessed over 35 years of experience to create a formula that has helped its clubs prosper. As a franchisee or licensee, you'll receive the same systems, programs and training that are exclusive to our partners.

### The USGFA Club Management System

The USGFA has partnered with the best to provide a full range of highly automated "back office" administrative support services including customer service, contract processing, dues collection, membership renewal, management analysis and more.



### CARDIO

- 1 C966i Treadmill
- 2 EFX576i Elliptical
- 3 EFX546i Elliptical
- 4 EFX556i Elliptical
- 5 C764 Climber
- 6 C846i-R Cycle

### STRETCHING

- 7 C240i Stretching

### STRENGTH

- 8 605 Leg Extension
- 9 619 Seated Leg Curl
- 10 602 Leg Sled - Horizontal
- 11 802 Smith Machine
- 12 FTS Functional Training System
- 13 813 Beauty Bell Rack
- 14 812 Dumbbell Rack
- 15 320 Dip/Chin Assist
- 16 113 Adjustable Decline Bench
- 17 AB100 Abench Classic
- 18 704 Decline Roman Chair



**Strength**  
Leg Extension  
605



**Strength**  
Leg Sled  
Horizontal  
602



**Strength**  
Smith Machine  
802



**Strength**  
Decline Roman Chair  
704



**Strength**  
Abench Classic  
AB100

### Choose Your License

#### PGFA Performance Center™

Providing Fluid Strength training, Core Impact Training and all USGFA programs, the PGFA Performance Center can be integrated into existing clubs or established as a stand-alone facility.

#### USGFA Fluid Strength™ Facility

The USGFA Fluid Strength Facility includes the PGFA Performance Center, sports-specific training, design timelines, manuals, programming, planning, marketing and PGFA certification. The USGFA will also assist in redesigning or building your facility from the ground up.

### Training That Works

You and members of your staff receive personalized, targeted training pertaining to all facets of club operations. You also receive ongoing guidance from a service center that supports clubs in your geographic area.

### Planning Made Easy

It's all about planning and making the most of your facility. Whether it's 800 square feet or 10,000+ square feet, we have the expertise to help you implement a layout and design to get you up and running with a golf fitness and sports-specific program that works with your space and budget.

Our focus is on making your facilities non-intimidating with a look that is inviting and that captivates the human eye. Call the USGFA or Precor today and find out how golf fitness and our philosophy of "creating a lifestyle" can drive new business to your club.

*Every center has an elite "Professional Golf Fitness Association" (PGFA) instructor. PGFA instructors are admired as the most elite in the world and utilize the Fluid Strength™ & Core Impact Training™ programs.*