

The BAC Connection

Sports, Health, Fitness and Fun

Southwest Michigan Racquetball Shootout

March 11 - 13

Stop by the service desk for more information.

IronBAC 2011

March 19

A few spaces still remain for the BAC's annual indoor triathlon. The IronBAC consists of a 20-minute swim, a 20-minute bike, and a 20-minute run.

Cost is \$25/individual and \$50/team. Register at the service desk.

Win a Free Year of Primary Membership Dues!

Look in the mail for a special offer to our members. As a loyal member of the BAC, we want you to enjoy the benefits of working out with your friends and family. To thank you for being a member of the BAC, we have a special offer for you and your friends, family and coworkers.

1. You will receive three one-day guest passes (total value \$27). Give them to your friends and encourage them to try out the club with you.
2. Your referrals have an exclusive opportunity to join for only a \$99 initiation fee (savings of \$296). Offer ends March 15, 2011.
3. For each of your referrals that join by March 15, you will receive one entry into a prize drawing for one year of primary membership dues (value up to \$1,236). The more friends who join, the more chances you have to win!

Thank you for supporting the BAC and helping to make it a great experience in sports, health, fitness and fun! For more details about this special offer, contact membership services at the club (269) 544-3200. ●

Member Survey: BAC Ranks as No.1 Club

The results are in for the annual member survey that was conducted last November by Club MarketVision. As the leading market research company in the club industry, Club MarketVision compared survey results of the top five clubs for whom they conduct annual surveys. The survey concluded that the overall ratings put the BAC at the top of the list. The BAC was rated 5.34 (on a scale of 1 to 6) by members.

According to the survey, the BAC's strengths include our physical facilities, staff and programs. Of the survey respondents, 70% came from a segment of our membership that have been members for three or more years. Areas that were judged "very impressive" or "impressive" relative to similar clubs were:

- a warm welcome by our reception desk and friendliness of staff
- cardiovascular equipment and variety of fitness equipment
- physical facilities, strength training facilities and overall appearance
- telephone service, refer your friends, cleanliness and personal training
- mind/body classes, group exercise classes, water exercise classes
- racquetball, handball programs and swim lessons
- fitness staff's assistance

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Tara Coffman

Women's Locker Room



Tara Coffman

"I like numbers," begins Tara Coffman. "I'm a senior at Western Michigan University in accounting." While precision and accuracy are an intrinsic part of her nature. Tara enjoys people and an active lifestyle.

Growing up in Chicago, IL, Tara played sports, participating on traveling basketball teams. "Now I play intramural sports with friends," she explains. "It's still fun, just not as intense. I do cardio and weights, too. I think exercise is definitely a stress reliever. I sometimes have anxiety about tests, so exercise is a big help." She also loves to hit the slopes on her snowboard. "When I have time during the winter, I'm snowboarding. Once a year my extended family meets in Colorado for a week of snowboarding."

Tara, who has worked at the BAC for 3 1/2 years, says that working in the women's locker room fits well with her busy life. "The BAC is really good with schedules and I enjoy the people," she says. "It's a pretty diverse group. There is always something new to learn and fun new things to find out about people. I've gotten to know some members and I get to work with people I enjoy. No other job offers what the BAC does." ●

INSIDE BRONSON

Learn Your Risk

Bronson's Health Risk Assessment Service has just added a new online health risk assessment to its arsenal: the Prostate Cancer Risk Assessment. Take our free online health risk assessment at learnyourrisk.com. In less than 10 minutes, you'll receive a Personalized Health Report listing any risk factors you may have along with what you can do to improve your health. While you're there, check out our other free online health risk assessments on heart disease, stroke, breast and/or colon cancer, diabetes and more. ●

Children and Nutrition

Lifestyle diseases are showing up in children at younger ages than ever before. How do we combat these trends? What can we do as parents to ensure that our children live a healthier and more fulfilling life?

Join Jalyynn Schnur, personal trainer, as she discusses exercise and nutritional information that you can implement with your children to ensure they are healthy and happy.

Information session:
March 21, 6:30-7:30 p.m.

Program dates: March 29 and
March 31, 6 - 6:30 p.m.

Cost: Free (members only)

For information or to sign up, contact the service desk. ●

SPORTS

Co-Ed Volleyball

Sundays, 6 p.m.

Drop in for some great volleyball play. There is a core group of 15 people playing on a regular basis. No sign-up is required. ●

Basketball League

Spring Session: Wednesdays,
March 23 - May 11
Games at 6 and 7 p.m.

The BAC basketball league offers a great recreational league experience. Our adult league is designed for players seeking some friendly competition. Cost is \$25 and is for BAC members only. For more information or to sign up, visit the service desk. ●

Calling All Moms!

Do you have any new or gently used maternity or baby and child items you don't need anymore? If so, consider selling them at this year's Mom 2 Mom sale on Saturday, April 23, from 9 a.m. to 1 p.m. in Bronson's Gilmore Center for Health Education. Simply pay a nominal fee to set up a table; you keep what you make from the sale of your items. All proceeds from the table fees and event admission go to the Bronson Health Foundation to benefit the Antepartum Unit, Breastfeeding Center and Milk Bank.

Interested in renting a table? Please contact Jody Watts at (269) 364-0407 or via email at wattsk@bronsonhg.org. ●

PROGRAMS

Game and Card Night

Saturday, March 12
6 - 9 p.m.

Bring a snack and a non-alcoholic beverage to share. Play your favorite games and get to know your fellow BAC members. No sign up is required. ●

St. Patrick's Day Dance

Friday, March 18
8 p.m. - midnight

Dance to mixed rock and Irish classics spun by D.J.s from Brother Love's Traveling Show. Snacks provided. Cost: Member \$5, Non-member \$10. ●

Parent's Night Out

Friday March 25
6 - 9 p.m.

Bring your kids ages 4-12 to the BAC for an evening of games, crafts, swimming and more! Miss Krystal is your Parent's Night Out hostess.

Members: \$18/one child, \$30/two children, \$35/family of four children. \$5/each additional child.

Non-members: \$28/child, \$40/children, \$45/family of four children. \$8/each additional child. ●

American Red Cross Lifeguard Certification Courses

The BAC is now offering three sessions of lifeguarding classes. They will cover pool lifeguarding, first aid for lifeguards, and CPR/AED PRO. Upon successful completion of the course, participants will receive American Red Cross certification. The pool lifeguarding and first aid certifications will be valid for three years. The CPR/AED PRO certification will be valid for one year.

Session 1: Sundays, March 6, 13, 20 & 27 • 1 - 6:30 p.m. (pool)
Wednesdays, March 9, 16, 23 & 30 • 6 - 9 p.m. (classroom)

Session 2: Sundays, April 3, 10, 17 & 24 • 1 - 6:30 p.m. (pool)
Wednesdays, April 6, 13, 20 & 27 • 6 - 9 p.m. (classroom)

Session 3: Sundays, May 1, 8, 15 & 22 • 1 - 6:30 p.m. (pool)
Wednesdays, May 4, 11, 18 & 25 • 6 - 9 p.m. (classroom)

Cost: Course \$150, textbook \$28 (or rent a book for \$12) ●

Babysitter's Training

Saturdays, May 7, 14, 21 & 28 • 2:30 - 5 p.m.

Cost: Course \$50, textbook \$22 (or rent a book for \$6) ●

For more information or to register for either of these classes, please contact the aquatic department at (269) 544-3200 ext. 266. All classes will be taught by David Ringler, BAC aquatic staff.

Member Survey, *continued*

- responsiveness of management and timeliness of repairs
- youth center services and deli

Members shared the changes they have noticed in themselves since becoming a member: greater strength, more energy, weight loss, less stress, happier person, greater self-esteem, better sleep and eating habits, and increased productivity.

In 2010, we invested more than \$150,000 in club and building improvements, including: replacement of fitness equipment, upgrade to HD televisions, upper level carpeting, replacement of swimming pools chemical controllers, upgrade to camera surveillance system, new swimming pool seating and lane line replacement, as well as new window blinds for Youth Activities Center.

In 2011, we plan to continue to invest in quality equipment, facilities and outstanding staff. We will also continue to reinforce the value of your membership to create rich, rewarding experiences that will result in active and healthy lifestyles for our members. ●

Del Heckaman, D.V.M.: BAC 10-YEAR MEMBER

Del Heckaman has been a BAC member since the club opened its doors. “Exercise is sort of a hobby and a passion,” he explains. “I work out four to five days a week. I truly enjoy starting my day that way. It’s a big part of my lifestyle.”

Maintaining that habit over the years has proven to be a good investment. “Physically, I feel the benefits,” says Del. “I can do things I enjoy like downhill skiing. This winter I went with a group of friends who’ve been skiing together for eight years — and I handled three straight days of skiing.”

Del adds, “I notice emotional benefits, too. Starting each day

“I work out four to five days a week and truly enjoy starting my day that way. It’s a big part of my lifestyle.”

in the gym clears my head. It gets me going.” As a Doctor of Veterinary Medicine who owns and operates Oshtemo Veterinary Hospital, each day brings new physical and mental challenges and opportunities. He laughs, “I do small animals, but I still have to wrestle the occasional Great Dane.”

While Del and his family, including his wife Char, son Alex (age 20) and daughter Chloe (17) visited other health clubs before we opened, they still find themselves at home at the BAC. “I like the openness of the club, the wide variety of exercise equipment

and classes,” he explains. “We like the employees. They are warm, friendly and very helpful.” Del’s fitness program includes the basics he has always enjoyed, like cardiovascular exercise and weight training. But recently an injury added to his repertoire. “I’ve had lower back issues, so I took Dave Bunt’s (Core Strength and Spine Health) class. I learned how to include exercises and stretches for my lower back.”

Whether it’s with his family, friends, professionally, or at the BAC, Del’s dedication and perseverance have planted roots of health and wholeness into his life. Del smiles and says, “Commitment can be a good thing.” ●

- written by Kristine Wilkinson

Do you know a BAC member you’d like to see featured in the member profile column? If so, please contact Heather Jonas at (269) 544-3200 or by e-mail at jonash@bronsonhg.org.



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Bronson Athletic Club Staff

President Carl Porter
General Manager Jim Reading
Fitness Director Jeremy Wheaton
Group Exercise Director Sheri Shon
Membership Director Heather Jonas
Building Supervisor Mark Jones
Business Office Manager Mary-Elizabeth Bell
Aquatics Director Karen Sue Mackaluso
Pro Shop Manager Char Heckaman
Service Desk Manager Erin Westover
Deli Manager Trish Thomas-DeYoung

Club Hours

Monday – Thursday 5:30 a.m. – 10 p.m.
Friday 5:30 a.m. – 9 p.m.
Saturday/Sunday 7 a.m. – 9 p.m.

Business Office Hours

Monday – Friday 9 a.m. – 5 p.m.

Membership Office Hours

Monday – Thursday 9 a.m. – 9 p.m.
Friday 9 a.m. – 8 p.m.
Saturday 10 a.m. – 6 p.m.
Sunday 10 a.m. – 6 p.m.

Youth Activity Center Hours

Monday – Thursday 8:30 a.m. – 8 p.m.
Friday 8:30 a.m. – 5 p.m.
Saturday 8:30 a.m. – 2 p.m.
Sunday 12:30 – 4:30 p.m.