

The BAC Connection

Sports, Health, Fitness and Fun



Independence Day holiday hours

Monday, July 4
7 a.m. - 3 p.m.

We wish you a safe
and fun holiday!

New BAC Jumpstart Program

The Bronson Athletic Club is proud to announce our Jumpstart Program. This new program is now one of the benefits of your BAC membership. The program consists of an hour orientation with a fitness staff member who will discuss fitness floor etiquette, proper posture, demonstrate how to use equipment, and give a complete tour of the club.

The Jumpstart Program also includes a separate half-hour session with a personal trainer. The personal trainer will discuss health history, and will guide members toward knowing “why” they want to be healthier. Only you know what matters to you — and what matters enough for you to eliminate your obstacles and move toward better health. A BAC personal trainer can help you create a plan to reach those goals.

The Jumpstart Program is offered to all new BAC primary members and the first associate member on their account. Additional members on the account may participate for a fee of \$15 each. For more information contact membership services. ●

Earn Free Dues This Summer

Summer is a time for you and your friends to save money at the BAC. For each new member account you refer by August 31, you receive one month of primary dues free! In addition, your friends will receive a discounted initiation fee of \$199. Plus, if your friends join in July, they will receive the first two months of primary dues free – a total savings of up to \$402! When your referrals join, make sure they mention you as their member sponsor. No referral credit will be given if you are not listed as the member sponsor upon joining.

The summer member referral program is our way of saying thank you for supporting the club, as well as giving you an opportunity to invite your friends to join the BAC and save. Remember, the more people you refer, the more free dues you earn. Refer one person, get one month free; refer two people, get two months free, etc. For more information, please stop by membership services. ●



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Karen Haney
Membership Representative



Karen Haney

When Karen Haney’s oldest child (now age 22) was two, Karen wanted to get out and do something. She had a degree in commercial art from Central Michigan University, but was looking for a job with flexible hours. She thought that working at a health club would be a nice fit — and it was. For 20 years, she served at the Grand Rapids Michigan Athletic Club and East Hills Athletic Club, learning many facets of the fitness industry by working in membership sales, accounting, at the service desk and in the Pro Shop. Karen also discovered that working with people in a positive, healthy atmosphere was her niche.

In July of 2010, when she married Tim Haney and moved to Kalamazoo, she sought a club that reflected her commitment to outstanding customer service and quality. Karen came to the BAC. “I enjoy getting to know members,” she relates. “The BAC is really friendly. It’s a fabulous atmosphere offering state-of-the-art equipment and top-notch instructors. When you consider all that is included in membership, it is a deal.”

While juggling a new position as a BAC membership representative, Karen also manages a family schedule that now includes six children ages 14 to 22. She says exercise helps. “I recently got back into running. I also enjoy Spinning® as well as road biking. Regular exercise benefits so many points in your life. It offers emotional well-being. You feel better,” she continues. “I enjoy seeing physical and social changes as members start coming regularly. I’m happy and excited to be here.” ●

INSIDE BRONSON

Battle Creek Health System Joins Bronson

On July 1st, Battle Creek Health System joined the Bronson family of companies and changed its name to Bronson Battle Creek. The vision for the new partnership is to form a regional health system that delivers better coordination of care for patients throughout southwest Michigan. This will enable Bronson to take its longstanding commitment to quality to an even higher level. The goal is to better meet patients’ needs by providing the right care in the right place at the right time. For more information, visit bronsonhealth.com. ●



PROGRAMS

How Not to Be a Victim in 2011

Saturday Dates: August 13, August 20, September 24, and October 26, 2011

Location: BAC Studio 3

Time: 1 - 3:30 p.m.

Instructor: Captain Tom Shull, Kalamazoo Country Sheriff Department

This course will help an individual to recognize, eliminate and avoid potential trouble by becoming more aware of daily surroundings, with physical confrontation being the last resort.

For more information call (269) 544-3200 or stop by the service desk. ●

FitFest 2011

FitFest will be held at the BAC on Friday, July 15 and Saturday, July 16. All group exercise classes will be cancelled for those two days while our instructors and trainers earn continuing education credits and learn about the latest research and trends in the fitness industry. Presenters will include fitness specialist Mindy Mylrea, Shannon Fable, Jen Hall, Rebecca Lee, Dr. Len Kravitz and Mark Lebert. Although classes for members will not be held, there will be a trade show where members can stop in and shop.

For more information, contact group exercise director Sheri Shon at (269) 544-3200 or visit www.FitFestTour.com. ●

BAC PEOPLE

20th Annual KalTour to Begin at the BAC

The BAC will be the starting and ending location for the 20th annual running of the Kalamazoo Bicycle Club's scenic bicycle tour, KalTour. This year's event will take place on Sunday, July 10.

KalTour was designed by members of the Kalamazoo Bicycle Club to be enjoyed by people of all cycling abilities. Participants will enjoy a pleasant ride on quiet country roads through the beautiful scenery of Kalamazoo and Van Buren counties.

For more information or to register online, visit kalamazoobicycleclub.org. ●

World's Largest Swimming Lesson

On Tuesday, June 14 the BAC was one of many locations across the world to host the second annual World's Largest Swimming Lesson.

Drowning is the second leading cause of unintended, injury-related death for children ages 1-14. This event helps get the message to millions of children around the globe that swimming lessons saves lives. The BAC had 64 participants to help set this *Guinness World Record*.

For more information on group or individual swimming lessons, contact Karen Sue Mackaluso at (269) 544-3200. ●



The BAC had 64 participants to help set the *Guinness World Record* for world's largest swimming lesson.

BAC Welcomes New Executive Director

Heather Oestrike has been named Executive Director of the Bronson Lifestyle Improvement & Research Center and will head up the on-site management of the Bronson Athletic Club (BAC).

Heather has been at Bronson since 2008, most recently serving as the neuroscience service line administrator. She has been a BAC member since 2008 as well. Heather gained experience in wellness program development, research, and exercise prescription when she served as a program coordinator for The George Washington University wellness program. Just prior to joining Bronson, she worked in the pharmaceutical industry at two Fortune 500 companies.

Heather is Phi Beta Kappa and a magna cum laude graduate from George Washington University in Washington, D.C. She is very excited to be joining the team at the BAC and welcomes member feedback. Heather can be reached at (269) 544-3218. ●



Heather Oestrike
BAC Executive Director

BAC Trainer Featured

BAC personal trainer Brian Ladkrood was featured in the June edition of *Club Business International*. The article, titled "The Big Picture of Perfect Health," talks about the growing movement toward health clubs focusing on the member's needs and the importance of fitness assessments. The story presents Brian's techniques at the BAC as a case study of how this works successfully. You can read the complete article about Brian *and* the BAC online at <http://www.ihrsa.org/cbi/2011/5/31/the-big-picture-of-perfect-health.html>. ●



Brian Ladkrood
BAC personal trainer

Brian's Challenge:

Fill out a log of what you eat and drink, your workouts, and how much sleep you get for one week. Your log will show you what is missing from your health plan!

Dr. Vincent and Ruth Hodge: BAC 10-YEAR MEMBERS



Ruth and Vincent Hodge first met at Loy Norrix High School. They started dating while both were pursuing advanced degrees at Western Michigan University. Ruth earned a masters in speech pathology; Vincent a doctorate in psychology.

Now, married for 17 years with a 15-year old daughter, Olivia, the Hodges talk about fitness and the role the BAC plays in their lives.

“I’m a Bronson speech pathologist,” Ruth begins. “We toured the facility when it was new.” Vincent adds, “I liked everything about the BAC — the convenience, the facility, the people, and the environment.” He convinced Ruth to join.

“When we first started coming,” Ruth reminisces, “the daycare was a lifesaver. Once Olivia was elementary school age, we swam together

or she would bring a friend to play in the pool. Now I attend BAC classes.”

Vincent and Olivia are a dynamic father/daughter team, working out together. “When Olivia was small, exercise was more for fun,” he says. “Now that she’s older, she’d like to be an elite athlete. As a former Division I college track athlete, I support that 100 percent. Olivia is learning about plyometrics, to lift weights and operate the cardio machines, and is swimming.” He jokes, “Two of the three Hodges are very competitive people.”

While the Hodges say they didn’t develop a specific plan to make fitness a lifelong family activity, making it a priority has reaped benefits. “I notice consistency makes a difference in my mind, body and mood,” Ruth says. “And I have clear skin thanks to the steam room.” Vincent appreciates good health and extra energy in his favorite

sports – golf and Combat Hop Ki Do.

Both feel their professional careers are enhanced with exercise. Vincent is the principal of Kalamazoo Public Schools Alternative Middle School. Ruth continues, “I work with children in the autism spectrum and with receptive and expressive disorders,” says Ruth. “My office is right at the gym. I’ll use the facility to work with my patients. When they reach their goals, we’ll play on the basketball court. I use that as a motivator.” That same enthusiasm has kept Ruth and Vincent faithfully exercising over the years at the BAC. Ruth concludes, “When I miss exercising for a week or two, I notice.” Vincent adds, “We’ve built a life pattern of conditioning and training.” ●

- 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
Executive Director	Heather Oestrike
Director of Operations	Jim Reading
Exercise & Fitness Coordinator	Stacie Kryszak
Fitness Director	Kris Knight
Personal Training Director	Damian Harris
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.
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Membership Office Hours

Monday – Thursday	9 a.m. – 9 p.m.
Friday	9 a.m. – 8 p.m.
Saturday	9 a.m. – 4 p.m.
Sunday	11 a.m. – 5 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	closed