

Janesville/Riverfront Athletic Clubs

1301 Blackbridge Road

(608) 531-0068

Directions and Business Hours: Free Group Fitness classes from 5:45 am-7:30pm, see the website, www.janesvilleathleticclub.net for a schedule.

Your Name: Sue Dooley Conaway - Group Fitness Program **Title:** Fitness Director



BizSnaps

A Snapshot look at local businesses

When was the business started: In 1985, Terry Campbell purchased the JAC. In 1999, Mark Groshan became the new owner.

Describe your products/services: We are a multi-purpose health club - but this is to tell you about our amazing Group Fitness Program. The JAC offers a

variety of classes from Step Aerobics to Kickboxing to Power Pump; as well as Aquatic Fitness and SilverSneakers.

What do you do which differentiates you from your competitors: Our classes are offered at times that fit most everyone's schedule and are suitable for all fitness levels. Instructors are dedicated and educated and assist individuals with modifications if needed. We are committed to helping our members get/stay healthy and fit while having fun in a safe environment.

What kind of training/background do you have: All 22 group fitness instructors, six were new in 2006, are certified by the American Council on Exercise or the Aerobics and Fitness Association of America. The average amount of experience among the current instructors is six years. Some instructors have been teaching for 20 years! In addition, all instructors continue their exercise education each year which is paid for by the club owner.

What are your future plans for your business: We are going to be adding more classes and more space to the Group Fitness Program. At the RAC the creation of another Group Fitness Room will be completed by September and Spinning will be offered there, as well as Yoga and Pilates which are currently offered. In addition, we are looking to add dance-based low impact classes (hip hop) in the very near future.

Do you have a favorite saying that applies to your business? Cleanliness and Friendliness

What do you find most rewarding about this type of work:

Seeing many peoples lives change and obtaining personal success through our Group Fitness classes. We are a huge, supportive family and are always welcoming new individuals to the classes.

Why type of customers use your product/services: Any generally healthy person from 20 somethings to 90 somethings! We offer classes for all age groups; since July 2006 we purchased the SilverSneakers exercise franchise which is designed for participants ages 65 and up with multiple limitations. These classes are offered five times a week and vary from yoga to strength to cardiovascular workouts!

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