

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



Before

After



BizSnaps

A Snapshot look at local businesses

How did the business begin? Janesville Athletic Club has transformed from a racquetball club into a full service health club over the years. We now have created a club where everyone can meet their fitness goals. Most of our members join because they want to lose weight. We have members of all shapes, sizes, ages, and fitness levels.

Describe products and services? We offer over 186 group classes per month. They are taught by certified instructors with continuing education being mandatory. We offer classes for ages 15 to 115. Our group Hip Hop is enjoyed by as many participants as our SilverSneakers[®]. Members can benefit from classes on land, water, and bikes.

What do you do which differentiates you from your competitors? We believe in treating each person that walks into our clubs as a friend. They each have a reason for walking through our doors. We like to welcome them as guests. We like to discover them as individuals so we can help them reach their goals. We strive to create a positive friendly atmosphere that encourages fitness for life.

What do we do to keep members interested? We offer two locations. The Riverfront Athletic Club tends to be a quieter and more relaxing workout. The club has steam rooms, whirlpools, tanning, a coffee garden, cardio equipment, private women's area, the areas largest weight room in the area, and SPINNING[®]. The Janesville Athletic Club has a wider variety of activities happening. There you can enjoy the indoor or outdoor pool. You can join a group class on any day. We offer free introductory classes to our members for Power Pump, Boot Camp, Step, Kickboxing, racquetball, and tennis. We also have an indoor running track, racquetball, and basketball courts.

What is the benefit to a good workout schedule? Members who come at least twice a week have reported that they are sleeping better, have more energy, less stress, and have lost weight.

What have you noticed about your members? You can't tell the fitness level of someone by looking at them. You can be a larger person and still be fit. We have larger people working out next to smaller people and it's amazing to see which one of them can complete the workout with the least amount of stress to their bodies. We have learned that will power and a positive attitude will help you reach your goals. We have had several members drop ten sizes while following fitness plans recommended by our highly educated staff.

Tell me about those members. Some of them are male and some female. Jim claims his habits used to consist of drinking sodas and getting food from the cafeteria to add to what he had already brought in his lunch. He dropped from a 46" waist down to now just 36". Jennifer gradually placed an extra 230 pounds onto her body. She had no energy, made poor food choices, and the weight and the side effects of diabetes came piling on. Due to the fantastic personalized workouts she was given she loves the new her. She is grateful to the positive, motivating staff, and members at the Janesville Athletic Club. Melissa gained 105lbs during her pregnancy. She started coming to the club when her daughter was 1. Utilizing the playroom she had peaceful time to herself to use the cardio equipment to start shedding her 75lbs. She learned she didn't have to deny herself of snacks if she just worked harder on the days she did eat them.

What is most rewarding about this business? The rewards are seen as people build self-confidence. Our members come in the first few months quiet and gradually become part of the family. Success stories fill the club. Members are winning races. Rather it be a race against others, time, health, or age. Members who work out find they have more energy, they become more productive at work, and have less stress in their lives.

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