



The International Health, Racquet & Sportsclub Association is a not-for-profit trade association open to investor-owned and member-owned fitness, racquet, and athletic facilities. Associate memberships are available to manufacturers or suppliers of products and services of use to IHRSA members.

800-228-4772 USA & Canada
 617-951-0055 International
 617-951-0056 FAX
 ihrsa.org
 healthclubs.com
 E-mail: info@ihrsa.org

IHRSA Board of Directors

Bill McBride: Chairperson
 Club One
 415-477-3000

Kay Yuspeh: Elite Sports Clubs
 262-786-0880

Richard Bilton: Companhia Athletica
 +55 11-5188-2000

Carol Nalevanko: DMB Sports Clubs
 480-609-6979

Brent Darden: TELOS Fitness Center
 972-458-2582

Scott Gillespie: Saco Sport & Fitness
 207-284-5953

Christian Pierar: De Fitness Organisatie
 +32 9-232-5036

Jasmin Kirstein: My Sportlady Fitness
 +49 89-201-4248

Robert Brewster: The Alaska Clubs
 907-337-9550

Molly Kemmer: MediFit
 303-525-5392

Mark Stevens: Houstonian Hotel, Club and Spa
 713-685-6888

Ervin Zubic: Lifestyle Family Fitness
 727-456-3100

**Art Curtis: Ex-officio
 Curtis Club Advisors**
 203-314-9264

A Lifetime of Opportunity

As IHRSA's Annual International Convention and Trade Show draws near, I've been thinking about what a treat this event was when I was a young club manager. I've also been thinking about what a treat it still is.



**Bill McBride
 IHRSA Chairperson**

Why? you might ask.

In the early years, I benefitted in three distinct ways—in terms of knowledge, networking, and motivation. And I still do.

I've learned things that I didn't know—including some that *I didn't know* that *I didn't know*, until someone called them to my attention.

I've networked with industry professionals and learned about their countries, cultures, and business models and practices. I've developed a valuable network of friends, colleagues, and mentors.

For example, when I was at Smith Club Management in the mid-1990s, Mitch Wald, who was senior vice president, was a good friend of Jay Kell, who was at Sports Clubs of Canada. People from both organizations spent a tremendous amount of

time together during the convention, singing our respective national anthems, and sharing news about what we were doing at our clubs.

I still remember clearly a number of seminal sessions. One on financial management given by Rick Caro, the president of Management Vision, Inc., was especially eye-opening. Another, on public speaking, taught me how important it is to be entertaining when you're attempting to share information. Sessions such as these, on specific business issues, accelerated my professional development.

The people I've met through IHRSA have informed, challenged, and motivated me and helped shape my career. Having the chance to get together with them regularly has forged enduring relationships. I've also been inspired, countless times, by the keynote speakers, award recipients, and many trade show vendors. Inevitably, they all make me eager to go back to my clubs and do something great.

Each year, I'm even more impressed.

This year, IHRSA 2013, which will be held next month, March 19–22, will make learning, networking, and choosing new products and services even easier. Everything, and I mean *everything*—the lodging, keynote speakers, seminars, networking, and the trade show—will take place beneath the roof of the Mandalay Bay Hotel and Casino.

I can't wait!

If you haven't registered yet, please log on to ihrsa.org/convention right now.

I hope to see *you* in Las Vegas! —

– Bill McBride, Bill.McBride@ClubOne.com