



**Proposal  
For**



**PGA TOUR Wellness Program**

April 2007

## Introduction

### ***Health as a Top Priority***

Without good health, nothing else matters.

Yet we often set priorities in life and leave health and fitness for “later”—after we get our career going, or find a mate, or finish the never-ending “to-do” list.

Sometimes we wait until we get tired of carrying some extra weight, or when the doctor tells us we have a problem before we really think about getting and staying fit.

There’s really no argument any of us can make for not staying healthy. Because you can’t stay at the top of your game or enjoy activities with the family you love if you become ill.

Superior Image Personal Fitness offers a way for PGA Tour employees and members to get healthy and stay fit.

### ***Personal Fitness Trainers***

There are a multitude of fitness programs and products available, and a new diet book hits the shelves almost daily. ***But working with a Personal Trainer gets results and here’s why:***

- Before starting the fitness program, a Personal Trainer does an assessment to determine your current physical condition, any physical problems you may have and you’re past exercise history. ***Your workout is personalized, tailored to your individual goals and abilities.***
- Personal Trainers are educated and ***certified*** in fitness and health, including specific exercise programs, nutrition, sports therapy and other related topics. With their expertise, ***your workout is supervised.*** Your Personal Trainer will make sure each exercise is done with ***impeccable form.*** Expert supervision makes sure you ***work out safely and reach your fitness goals.***
- You’ll get ***nutrition counseling***, and encouragement to ***maintain a healthy diet.***
- Working with a Personal Trainer ***eliminates the stress*** of competing with other group members.
- Personal Training provides ***structure*** to your fitness program. A regular schedule and “reporting to” a Trainer will ***motivate*** you to succeed.
- Personal Trainers keep ***current with the latest fitness research*** and trends. They’ll add ***variety*** and interest to your workout.
- A good Personal Trainer will make getting fit and healthy FUN!

## ***Fitness Benefits***

Fitness programs can help people *lose weight, increase muscle tone, and reduce body fat*. All those factors increase a person's overall health.

Being healthy, having the strength to work and play, staying flexible—all these are obvious benefits of a wellness program. But those are not the only great things about exercising and eating right.

People who are in good shape have an *overall sense of well-being*. People who improve their physical condition also *improve their self-image*. They *raise their self esteem*.

The feeling of accomplishment from a successful fitness program often carries over into other life areas. Personal relationships improve. Concentration at work is better. And there's energy left at the end of the day—maybe enough for a round of golf!

***Superior Image Personal Fitness will help keep PGA Tour's employees and members on the road to overall personal improvement.***



## Superior Image Personal Fitness Credentials

Superior Image is a premier private training facility in the Jacksonville area.

***Company owners and Certified Personal Trainers, Shawn Hunter and Tommy McDonnell*** have over 20 years of combined experience in sports training and personal fitness.



### Staff

Both Shawn Hunter and Tommy McDonnell have *degrees from Georgia Southern University in Sports Management and Kinesiology*.

Shawn also holds *Master Trainer Certification* as well as *Conditioning Specialist* and *Biomechanics Specialist* qualifications. He is certified in *CPR* as well.

Several staff members are graduates the *National Personal Training Institute* in Orlando, Florida.

All of the personal trainers and staff at Superior Image are thoroughly trained and hold certifications from either the *National Federation of Professional Trainers (NFPT)* or *the American College of Sports Medicine (ACSM)*.

The NFPT is one of only six certifying agencies accredited by the National Commission for Certifying Agencies. And the ASCM is the largest, most respected sports medicine and exercise science organizations in the world.

***What does this mean to PGA Tour?*** It means that Superior Image's Personal Trainers and other staff have a proven level of ***expertise, ability, and professionalism***—which translates to a ***better and safer workout*** for their clients.

Superior Image Personal Fitness' trainers are committed to helping people improve their health and maximize their fitness level.

***Nutrition and diet*** are important components of good health. All Superior Image's trainers have been educated in nutritional science and are highly capable of setting up customized diets and a nutritional regimen.

## Location

Superior Image Personal Fitness is conveniently located in the heart of Jacksonville Beach, just south of Beach Boulevard at:

1100 Shetter Avenue #103  
Jacksonville Beach, FL 32250  
904-249-9433  
904-566-9011 (cell)  
[www.thesuperiorimage.com](http://www.thesuperiorimage.com)  
[shawn@thesuperiorimage.com](mailto:shawn@thesuperiorimage.com)



## Facilities

Superior Image has workout areas for both free weights and a wide selection of fitness equipment. Fitness areas are clean and roomy. The brand new facility is well-lighted.



All equipment is state of the art and in excellent condition. The equipment used will be tailored to each individual based on their abilities and goals.

## Hours

Workouts are by appointment only. Superior Image's trainers will develop a personalized schedule for your workouts.

## Wellness Program Benefits for the PGA TOUR

Healthy, fit employees with high self esteem are a boon to their employers.

**Superior Image's PGA TOUR Wellness Program** will help employees achieve better overall conditioning, which has been shown to *decrease absenteeism and increase productivity*.

### Reduced Absenteeism

A study conducted by American Sports Data shows that **people who exercise frequently miss less work**—an annual average of 2.11 days compared with 3.06 days for sedentary people. That's a *31 percent reduction in absenteeism!*

### Reduced Insurance and Health Care Costs

With the tremendous increases in health insurance, anything that can help to *keep employees out of the doctor's office or hospital* is a worthwhile effort. Numerous studies have shown that a fitness program like that of Superior Image can improve people's lives and save business costs by:

- Reducing cholesterol and triglycerides
- Reducing blood pressure
- Improving cardiovascular function, and lowering risk of stroke and heart disease
- Increasing strength and flexibility, which can help prevent injuries
- Boosting the immune system
- Reducing the risk of some cancers
- Helping to reinforce other positive lifestyle changes, such as healthy diet and smoking cessation

A 2003 article by the U.S. Department of Health and Human Services noted that the Health Balance Program at Caterpillar reduced the high-health risk for employees who participated by *14 percent*. Caterpillar's projected saving amounts to \$700 million by 2015.

Having physically capable employees also leads to fewer accidents and injuries at work, which can mean *lower Workman's Compensation insurance costs*.

### Increased Employee Productivity

A 2002 report by the U.S. Department of Health and Human Services showed that employers with physical activity programs *increased productivity by 2 to 52 percent*.

Exercise has been shown to improve mood and increase self-confidence, both of which can factor into the employee's ability to work with others and complete projects. Also, an employee who is in poor physical condition may have difficulty putting his employer's needs on top of his or her priority list.

Fit people enjoy increase energy.

Working out can boost mental capacity and improve concentration as well. This equates to more productive and capable employees.

## Improved Morale

It's not easy to measure morale, but it's often easy to determine when a company's employees have poor morale. *A workplace with a happy staff reduces employee turnover and attracts more customers.*

Regular exercise and healthy habits *promote psychological well-being and stimulate creativity.*

"The Bucks Behind the Wellness Boom," an article in *Business & Health* by D.B. Moskowitz notes,

"Healthy companies meet the pressing demand for new products and services by fostering creativity and collaborative work. Healthy companies more capably maintain customer relationships because employees earn and experience communications, intimate support and real empathy with customers. Because people are choosing firms more for the culture they have created than for the pay package they are providing, healthy companies attract and recruit the best and the brightest."



## Positive Return on Investment

Improved employee health leads to improved financial health for the employer.

A large number of companies across the country have implemented health and fitness programs and found them to have a positive return on investment (ROI). One review of nine large companies found the ROI for health promotion programs ranged from \$1.49 to \$4.91 in benefits per dollar spent on the program, with a median of \$3.14.

Overall, a program that improves people's health can't help but improve the bottom line. And *Superior Image Personal Fitness guarantees positive results from their program.*



## PGA TOUR Wellness Program Overview

Superior Image Personal Fitness will make several training packages available to the PGA Tour employees, executives, members and families at a significant reduction from our normal prices. These packages will include the following:

- ***Nutritional/Diet Program***
  - Superior Image trainers will provide a diet analysis, and a recommended nutritional regimen and diet.
- ***Full Body Assessment and Body Fat Analysis***
  - We will determine current physical condition, including body fat analysis, blood pressure, strength, flexibility, and endurance
- ***Personalized Workout Routines***
  - A personal trainer works directly with each individual to custom design the exercise regimen to meet that persons goals
- ***Testing every 8 weeks***
  - We'll repeat the analysis every 8 weeks to check progress and ensure the program is working. Workouts may be modified as time progresses.
- ***Water and Towel provided***
  - No worry about forgetting to bring these items
- ***GUARANTEED RESULTS (based on Body Fat Loss)***
  - All customers have met their goals to date

### ***Training Package Rates:***

<b><u>One Hour Sessions:</u></b>	<b><u>PGA TOUR Rate</u></b>	<b><u>Standard Rate</u></b>
1 Month – 10 Sessions	= \$400.00	\$550.00
<b><u>30-Minute Sessions</u></b>		
1 Month – 10 Sessions	=\$275.00	\$350.00

***PGA TOUR Group Rates, Fit Friends and Customized Packages will also be available and priced on a case-by-case basis.***

## **Let Superior Image Be Your Fitness and Health Partner**

*At Superior Image Personal Fitness, our client's success is our priority.*

Our definition of success:

- Less body fat
- Toned muscles
- Lower cholesterol and triglycerides
- A healthy cardiovascular system
- A stronger immune system
- Increased strength, flexibility, endurance, coordination
- Increased mental alertness
- Improved mood and group morale
- Better self-image
- An overall feeling of well-being

*That's a good start to a great partnership.*