

The Cutting Edge of Group Fitness

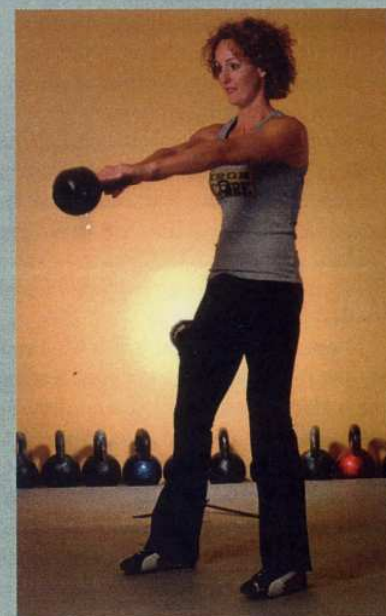
[The best] classes inspire people and motivate them to be the best they can be, versus a size six." Kolber also sees more personal training in a group class format, indoor cycling and, with the advent of dancing-inspired TV shows, more dance formats.

Sarah Lurie, owner of Iron Core, La Jolla, Calif., sees Kettlebells as a rising wave in the future of fitness. "Anyone can do it," she says. "No prior fitness level or athletic experience is required. [One] misconception is that you have to be really fit to exercise with Kettlebells. Actually, most of our clients haven't exercised in years." She continues, "Overall, I hope we see classes that appeal to [people's] spirits and hearts, versus just the body. I truly believe movement is a phenomenal tool for improving self-esteem and reducing self-criticism, if [instructors] do their jobs well."

Bringing it home

When you develop a new class for your fitness center, be prepared for people to be leery. After all, if it was out of your comfort zone, it will probably be out of your members', as well. Give members a little while to warm up to the new class. Maybe have instructors show participants a few of the new moves during the classes they currently teach.

Says Kolber, "Sometimes there is no rhyme or reason to why one class works and another does not — sometimes it has nothing to do with the class and a lot to do with the time slot. Some classes that I really thought would be a knockout fell flat, and others I



The Kettlebell Workout

Another type of workout gaining in popularity is the Kettlebell workout. Kettlebell workouts "work multiple muscle groups simultaneously, and train the body as a whole unit, rather than in isolation," says Sarah Lurie, owner of Iron Core (www.ironcorelajolla.com) in La Jolla, Calif. Kettlebell props provide both a cardio and a strength workout. Since many participants are new to the use of kettlebells, Lurie says that proper technique and form are essential. She says to have students start with a lower-weight kettlebell until they have mastered the basics. Even with these lighter weights, however, each Kettlebell class can use up to 1,200 calories, according to Lurie. That's a pretty great selling point for getting your members to try a new class.

Below is a Kettlebell circuit, suggested by Lurie. The circuit is appropriate for sports-specific conditioning, or a general group class:

- Kettlebell swings
- BOSU side-step up-and-over
- Push-ups on a Swiss ball
- Kettlebell cleans
- BOSU jump squat or floor jump squat
- One-armed dumbbell or Kettlebell row
- Kettlebell clean and press
- Jump rope
- Rest station
- Running in place with high knees or high kicks

This is a timed circuit. Have clients perform each exercise for 30 seconds, with 30 seconds of rest between exercises. Clients should complete the circuit three times.

— By Amy Scanlin, M.S.