

# August 2011 Newsletter

## Message from 7Flags:

We have a very simple message given this extremely warm summer: Stay cool and drink plenty of WATER! We highly suggest you stay away from so called "energy drinks" which consist mostly of high levels of sugar which ravage your body in many ways (particularly your liver, pancreas and cardiovascular system).

The best summer snack I have ever discovered are frozen grapes (especially red and/or purple grapes) and frozen watermelon cubes. Delicious and very refreshing!

We have concluded the refinishing of the aerobics room floor and are continuing our scheduled program of making improvements to our facility for the benefit of our membership! Now we are addressing the BB cts!

### 7 Flags News ---

Did you know you can access your membership information through our [www.7flags.com](http://www.7flags.com)

Abs class using the ball allows you to work your External Abdominal obliques, Internal Abdominal oblique, Transversus abdominis – most importantly more than just the 1 area of your abdomen.

Wednesday 5:30 – 6:05 and Saturday 11:00 a.m.-11:35

Cardio ---- Inner Thighs ----- Arms ----- Waist ----- Water classes  
Water Class --- the pool is only 4.5 ft – Interval cardio, strengthening your core muscles, improve balance - check out the outdoor pool and if it rains the new pool is beautiful! Monday 5:30 p.m. Tuesday 5:30  
Thursday 5:30 Saturday 9:00 or weekdays at 9:00 a.m.! 45 min of fun, intense, great music, we push you and coach you – come check it out!  
Toby is our new instructor who has 6 years of Karate training – everybody welcome!

## Message from the Trainers:

### Why Diets Fail

By Reid Jansonius

NASM-CPT

7 Flags Personal Trainer

If you are exclusively dieting to achieve a weight loss goal, I have some bad news for you. You're going to fail. It's inevitable.

Why?

The answer begins and ends with your metabolism – the higher it is, the more calories your body requires even in a resting state. Your resting metabolic rate is determined by many things – body composition, genetics, activity level and more.

And sustained dieting – especially very low calorie dieting - causes your metabolism to drop like a ton of bricks. When you severely restrict the amount of calories you take in, think about the message you are sending your body. You are quite literally starving yourself, and the body responds by becoming extremely efficient at conserving energy and storing the food it receives as fat.

Furthermore, when you diet, you may think the scale reflects lost body fat, but in reality, the body will use both fat and lean muscle for its energy needs (keep in mind that the more lean mass you have, the higher your RMR will be).

So, when you inevitably resume your old eating habits, your decimated RMR ensures that all the weight comes back, and then some. Crash dieting is a temporary fix to a permanent problem (an unhealthy lifestyle) and is, to be frank, an exercise in futility and frustration.

To truly change your body and improve your health, you need to make a commitment to a healthy lifestyle. That means regular exercise and eating a well-balanced diet over an extended period of time. Long term, sustainable weight loss means losing between one and two pounds a week by creating a small caloric deficit of about 500 calories. Be realistic – if you are constantly hungry, you won't stay on that diet for long. Starving yourself is not the answer.

Instead, the answer is the largely the same as it's always been: regular exercise combined with a diet rich in whole, unprocessed grains, lean meat, vegetables and fruits and low in sugar and processed food.

A smart diet will keep you feeling full and provide the energy you need for an active lifestyle. Regular exercise – especially resistance training – will help you achieve that 500 calorie deficit as well as keep your metabolism elevated.

It's a simple plan, but certainly not easy one to maintain on your own. If you're serious about making a commitment to weight loss, talk to a 7 Flags personal trainer. They're certified professionals who can put you on a unique exercise prescription, in addition to providing the motivation and accountability you need to stick to a long term plan.

Set up an appointment today, and let an expert get you on the track to achieving your weight loss goal!

## **Message from the Tennis Gallery:**

### *August Tennis Newsletter*

Well, the summer is coming to end, which means school starts, and the 7Flags fall program kicks off. We have a lot going on at the start of September with the adult and junior programs. You can always access information on session dates, clinic times,

pricing information and much more on our website at [www.7flags.com](http://www.7flags.com). Just click on the tennis icon and there is 8 plus pages of information for your reading.

In regards to our adult program, we are offering Women's Progressive Doubles Leagues on Wednesday evenings from 7:30-9pm and Friday mornings from 10:30-12pm, Men's Doubles Leagues on Tuesday and Thursday evenings from 8-9:30pm, and Mixed Doubles Leagues on Sundays from 3-6pm. You can sign up by contacting our Tennis Director Tylor Schlader at [tschlader@7flags.com](mailto:tschlader@7flags.com). The first session of leagues starts the week of September 5<sup>th</sup>.

Our Junior Director Marina McCollom has built a great junior program that keeps building every single season. Marina has put together a very flexible schedule for you to choose from. Please access clinic times and prices on our website. Any additional questions please email Marina at [mmccollom@7flags.com](mailto:mmccollom@7flags.com) or call our tennis gallery at 515-278-8888 ext 747. First session starts the week of September 5<sup>th</sup> so sign up quickly!

We look forward to seeing everyone on the courts this fall! Happy swinging!!

## **Massage News:**

***Congratulations to Randy Adams, winner of a FREE HOUR MASSAGE from our Member Appreciation Day event!***

**Runners and Triathletes:** Get 10% off all massages 1 hour or longer if you are registered in the following races:

Hy Vee Triathlon

Des Moines Marathon

Offer good from April 1 until one month after each event.

Add massage to your training routine to improve recovery time and keep those minor aches from becoming major problems.

**Therapist Erin will be providing massage at the finish line for both of these events. At the Des Moines Marathon look for the yellow tent with the Personal Best Massage logo!**

## **Chair Massage Mondays:**

Due to family schedule, Chair massage will be held later this month. Please watch for signs to be posted.

1<sup>st</sup> Monday of the month unless otherwise stated. 8:30-10:30am and 5:30-7:30pm. 10 minutes just \$10! Don't forget to save a few minutes for a cool-down after your workout!

Summer Special:

5 hours of massage for the price of 4!

Alas, summer is fleeing quickly! This special will end August 31! Purchase 4 hours of massage at \$240 and get the 5<sup>th</sup> one free. Consider this your “Sport Pack” or “Spa Pack,” depending on your taste.

“Sport Pack” – Put massage into your training schedule whether you prepare for that 5K, marathon, or triathlon. Sport massage can reduce recovery time between workouts and keep minor issues from becoming major ones. With a background in sports and deep tissue massage, Erin has helped athletes with plantar fasciitis, shin splints, piriformis syndrome, and tendonitis among other things. And don’t forget the post-event massage for your reward!

“Spa Pack” – Good health includes relaxation and detoxifying the body, which naturally happens with massage. Pair this with your favorite exercise class, a dip in the pool and a session in the sauna and you have your own private “stay-cation.” Try reflexology or aromatherapy besides Swedish relaxation massage.

Gift certificates available at the Front Desk.

Everyday deals on massage:

1. Get \$10 off your first massage with Erin.
2. Refer a friend and get 20% off!
3. Join the Rub Club – after 10 massages you get one FREE!

Contact Erin at 491-8721 or [PersonalBestMassage@q.com](mailto:PersonalBestMassage@q.com) to schedule your massage.

## **Kids Gym Message**

Are you warm enough yet? This heat makes me grateful for the swimming pools that we have here at 7Flags. Did you know that when you purchase a Kid’s Gym membership you can also use the swimming pools? You can also bring the kids into the Kid’s Gym while you relax at the pool! I’ll be waiting for you!

The August PNO will held Friday August 26<sup>th</sup> watch for the sign-up sheet in the Kid’s Gym!

THANK YOU  
MAGGIE

KID'S GYM MANAGER