

Liz Clark Takes IHRSA's Message to **FitLife** and **NAM**

IHRSA President and CEO Liz Clark hit the road again this month, building new alliances by networking with people inside and outside of the fitness world. Clark is eager to communicate her passion for health and fitness, and takes every opportunity to promote and protect the health club and studio industry.

Her recent journeys took her to two events: the FitLife Summer Conference and the NAM Council of Manufacturing Associations (CMA) Summer Leadership Conference.

"I was honored to speak at the FitLife Summer Conference, July 30-August 1 in Bend, Oregon, a popular event by The FitLife Club Network," says Clark. "This association of successful, independently owned health and fitness clubs in the Pacific Northwest has strong ties to IHRSA."

Clark's topic was the future of the industry. She appeared along with Brent Darden and Aaron Verasammy. Darden, who served as IHRSA's interim CEO, shared his insights on leadership, while Verasammy, vice

president of sales at ABC Fitness Solutions, spoke about the value of consumer research.

Panels at the conference were composed of well-known industry experts, including Bill McBride, a former chair of the IHRSA board, who's president and CEO of Active Wellness, Active Sports Clubs, and BMC3 Consulting; and Chris Stevenson, founder of The Empower Group, and a current member of the IHRSA board of directors. They joined club operators, who shared their insights on wellness and recovery, the club-wide customer experience, club-wide revenue generation, marketing, staff engagement and development, and current trends.

Clark then spoke at the prestigious NAM conference, which was held August 2-4, in Chicago.

Said Clark: "This meeting brings together more than 200 manufactur-

ing trade association executives. The theme was disruptive trends and technologies impacting the manufacturing industry. I was excited to share ideas with so many CEOs of industries that form the backbone of our manufacturing base."

The two events showcased Clark's ability to share IHRSA's message that increasing physical activity needs to be a priority for all people, whether or not they're part of the global fitness industry. —



Clark at the FitLife Summer Conference with the team from Downtown Athletic Club



Clark & Brent Arnold of FitLife



Clark & Jay Timmons, president and CEO of NAM



Clark & Darden