



DECEMBER 2008

NEWSLETTER

FROM THE DESK OF FRANK SANTANA

We here at 7Flags Health & Fitness firmly believe our mission is to educate, inform and stimulate our members to better health. We believe wholeheartedly that health starts at home and is a family affair! The fountain head of great health is what we eat. It's that simple! The old adage you are what you eat is more salient today than ever before. We are unfortunately immersed in an environment of toxic food that is attractive, tasteful, reasonably priced, readily available and heavily advertised. And there are powerful commercial interests that want no change in the American diet and these commercial interests spend billions obfuscating and confusing consumers on what constitutes good healthy foods and their nutritional value through their vociferous advertising directed at man, women and children. The preponderance of scientific evidence clearly suggests that a whole grain/whole food diet is the best way to have and maintain your natural weight and attain superior health throughout your life! Seventy five percent and arguably some would suggest an even higher percentage of your health or lack thereof is determined by the foods we eat! Reading and understanding food labeling and the knowing the ingredients in our foods are paramount to a healthy weight and living a healthy lifestyle. Avoiding fast foods death meals, highly processed corrupted, enriched, hydrogenated, and high in sugar, corn syrup, starches and artificially sweeten foods of any kind will assure you of optimal health. If you need a chemistry book to decipher what's in the food, LEAVE IT ON THE STORE COUNTER!

Get real and do not delude yourself, understand that the only way to have and maintain a healthy lifestyle, a natural healthy weight throughout the rest of your life will require a “life transformation” of acquiring the right knowledge, surrounding yourself with the right people and growing intellectually where you comprehend that you are totally in control of your health or lack thereof! This exciting “life transformation” is anything but radical, radical is having you put to sleep, having your chest cracked and sawed open, having someone stick their hands in your heart cavity, stop the heart, cut open your groin and take out some piece of your vein to bypass a plugged artery congested with fatty plaque and cholesterol because of your diet! Assuming all goes as planned; they stitch you up and administer the heaviest duty pain drugs there are for days. Next you spend months if not years rehabbing, then do it over again several years later! Now that’s what we call RADICAL!!!!

What better way to start your “life transformation” than joining our CSA program!

Consistent with the most current scientific research and our own belief that health or lack thereof starts with what we eat we want to introduce to our members an upcoming service that we want to provide to our membership. The idea revolves around Community Supported Agriculture (CSA) which is a local food system in which local farmers provides fresh foods, fruits, vegetables, meats, poultry, turkey, eggs, fiber and related products directly to the consumers on a subscription basis. Many of the CSA farms are certified organic and nearly all the CSA farms intentionally implement practices that contribute toward organic farming. Several CSA cooperatives and 7Flags Health & Fitness would join together to provide weekly packages of a variety of fresh fruits and vegetables and/or meats, poultry, turkey, etc., to be delivered at 7Flags for member pick up from May/June of 2009 through September/October of 2009, a period of five months. 7Flags members would have the choice of selecting certified organic products only or otherwise and in addition to the weekly package

of fresh fruits and vegetables they can also select from a menu of a variety of certified organic meat, poultry, fish and turkey products to be delivered weekly at 7Flags for member pick up. The cost of the service of having packaged fruits and vegetables delivered weekly is \$700 for the five months or approximately \$35 per week for the 20 weeks. Orders for meats, poultry, turkey, lamb, etc would be an additional charge.

We want to be sure our members understand this project is more than just buying certified organic foods and better food that is locally grown. You will be buying food that can enhance your health and your family's health! This is the way to demonstrate and educate your loved ones on living a healthy lifestyle. You will be taking part in a paradigm shift in the farm economy, in the food educational system, in our food transportation system and in the process of integrating our local organic farmers with our local community. You will be supporting our local organic farm movement which is more environmentally friendly farming for our beautiful Iowa environment! You are building a stronger local economy for all of us! If this is something you would like to participate in please contact me directly at FSantana@7Flags.com.

SWAT

Our next session of SWAT (Strength Weight loss And Toning) starts on January 12th! What a great holiday present for your employee, friend or family! Cardiovascular exercise, Resistance Training and Nutrition all in one! Personal Training in a group setting! Results are guaranteed!!

Please contact Jenae Halstead to get signed up!! jhalstead@7flags.com

TOYS FOR TOTS!

We have a **Toys for Tots** collection taking place here at 7flags. There are boxes located in the Tennis Gallery and at the Front entrance.

Please help a child have a Merry Christmas!!!

NEW TO 7 FLAGS!

Starting January 5th, we will be offering a FREE triathlon training course offered by Matt Getting, a USAT Certified Triathlon Coach. The class will be focused on building an aerobic base, gaining sport specific strength, improving technique, and triathlon focused education. The class will be held in the pool, in the spin room, and on the training floor. Matt will guide participants through swim drills, technique, and help athletes improve their efficiency in the water. In the spin room, athletes will work on biking form, technique and improving biking aerobic base. On the training floor, athletes will participate in sport specific weight training and improving core strength. As an added bonus, Matt will offer triathlon specific education in areas of nutrition, training plans, periodization, and race specific tips and tricks. The class will be offered in 6 week intervals and has the weather warms up we will participate in transition practice, short brick workouts, and final preparation for the Hy-Vee triathlon. The class is for all levels of triathletes, from beginners to advanced, as well as those just looking for a great way to get in great shape. For more information or questions, call Matt at 515-490-4670 or 7 Flags at 278-8888. We look forward to see you in the class!

TENNIS

During this Holiday season we are offering many fun and exciting activities: Adult Holiday Mixer on Friday December 12th from 6-9 pm for \$15 per person. Session 3 for Junior and Adult clinics begins December 1 – December 21. Also, we will be having the annual Winter Break Tennis Camp for people of all ages and abilities.

Want to give your loved one a present that will *literally last a lifetime*? Get on our website and check out our xmas specials! There are specials on private and hitting lessons, 15% off Session 4 price and a cardio tennis package.

Due to the increased popularity of Cardio Tennis, please RSVP by the Thursday prior to the Saturday Clinic so we can have adequate courts and instructors.

PERSONAL TRAINING

As we move into the end of the year we all try to enjoy the holidays. Enjoying the holidays in this era usually means to travel to parents and relatives and enjoy the Christmas spirit, along with enjoying this we also find ourselves enjoying plate after plate of our mothers or wife's cooking. This in turn usually adds a couple pounds to our belt and causes us to loosen our belts or buy new clothes.

To help you this Christmas season we are selling gift cards, along with special xmas packages. These specials will be posted on our website on Dec. 10.

We are also love to enjoy football ball and more football. As most of you know it becomes tougher and tougher for kids to become starters at the high school and college level. In saying this we have developed one of the best football training off season programs available. As we have sat down with some of the greatest football minds at the college level. Boyd Epley from Nebraska who invented strength and conditioning programs has given us numerous advice along with programs that we will be implementing into our Off-Season Football Training Program starting in late January. For more information please contact Josh Gettler at jgettler@7flags.com or call 822-5700.