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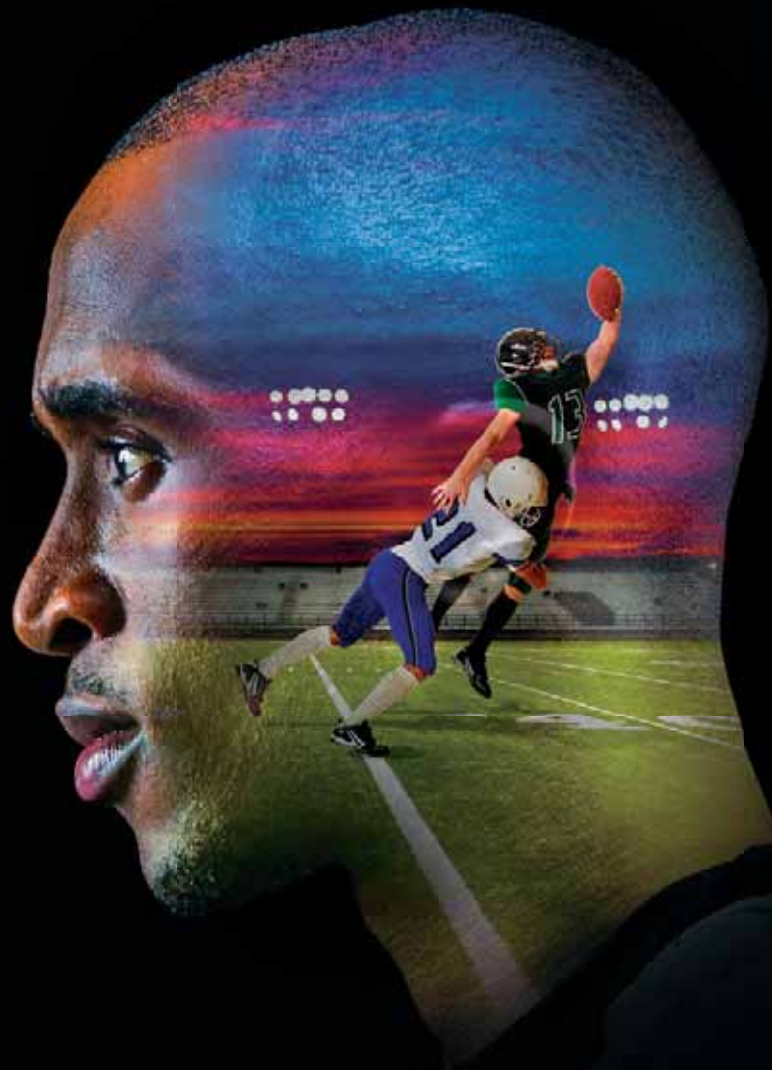
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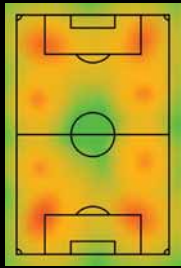
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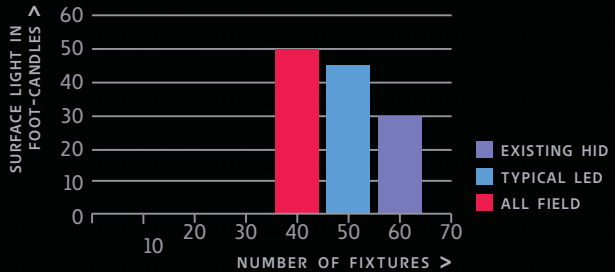


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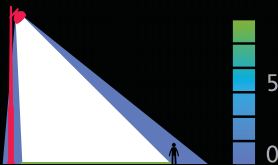
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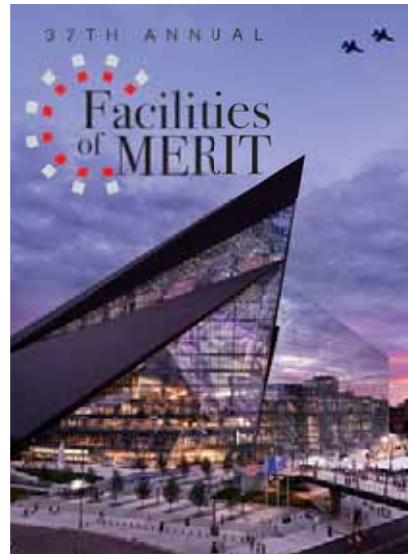
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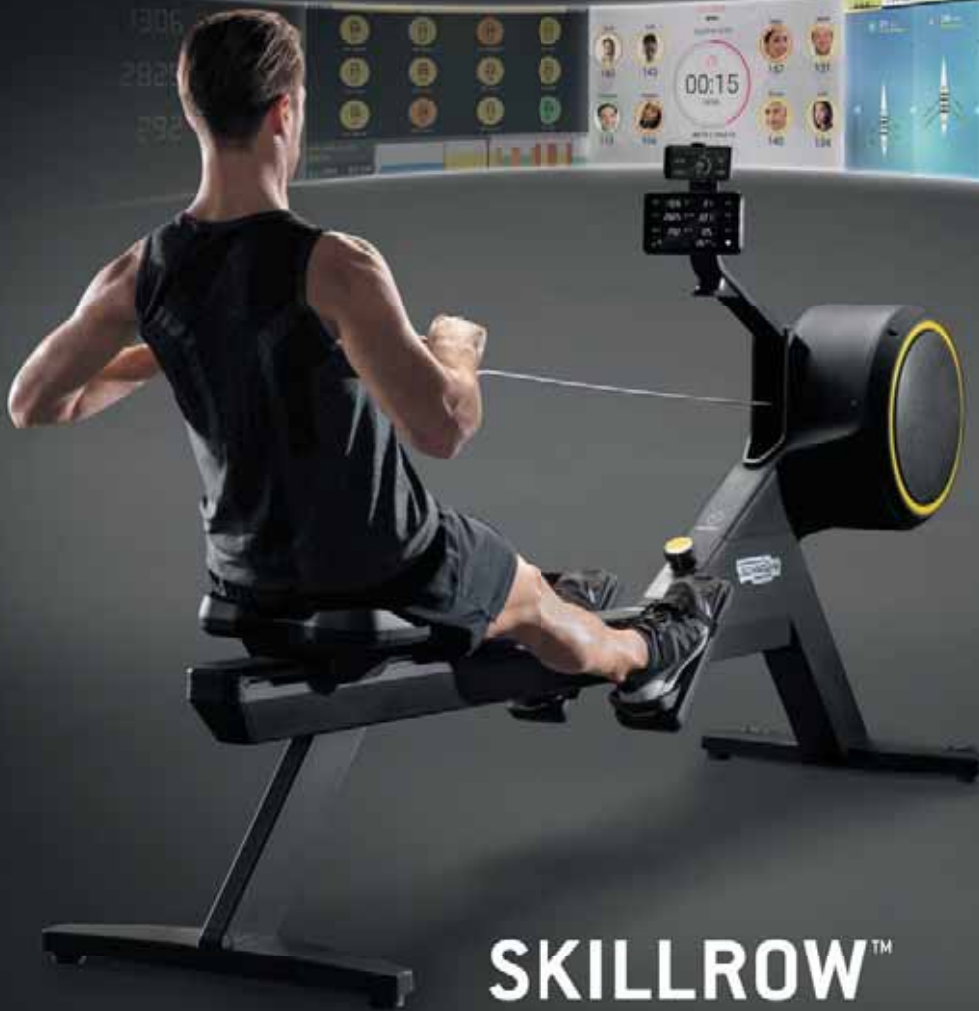
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Curious about how AB names its annual Facilities of Merit® winners? Get a behind-the-scenes look at the 2017 judging process on our blog.

Visit [www.athleticbusiness.com/FOM2017](http://www.athleticbusiness.com/FOM2017)

## On Our Blog

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### Five Steps to a Successful Architect-Client Kick-Off



**Stephen Springs,**  
senior principal,  
Brinkley Sargent  
Wiginton  
Architects

When an architect and a client sit down for the first time to discuss a project that likely will consume the majority of their waking hours for many months, it's important for that kick-off meeting to accomplish specific tasks. For the client, this means already knowing the answers to critical

questions about budgets and timelines.

You would be shocked by how many clients haven't made some basic decisions by the time the design process begins with a team of architects. A client doesn't need to know all the answers, but the more you know about the journey on which you're embarking, the better.

Here are five determinations to make internally before the first meeting with your architect:

Get Stephen's tips at [www.athleticbusiness.com/kick-off-meeting](http://www.athleticbusiness.com/kick-off-meeting)

## The Arena

This summer, Dr. Bennet Omalu – the doctor made famous by his discovery of chronic traumatic encephalopathy (CTE) in professional football players – raised eyebrows when he equated youth football to child abuse. AB readers weighed in with their own thoughts (note: comments have been lightly edited for spelling, clarity and length):

"This is getting to the point of being ridiculous. Millions of kids have played football over the past 100 years without long-term effects and now all of a sudden it's 'child abuse' and every one of them is going to walk around brain-dead?" – Dave

"The child abuse quote may seem hyperbolic. However, there are so many parents who don't know the basic differences between CTE and other neurodegenerative diseases like Alzheimer's, and refuse to weigh the real risks of playing football in their decision for their child to participate." – Tim

"Does this statement also include soccer, wrestling, lacrosse or every other sport where concussions occur?" – Josh

## According to You

California imposed a law prohibiting state-funded travel to states it deems discriminatory. The law could complicate how state schools travel for sporting events.

We asked readers, "What do you think of the ban's impact on college athletics?" Here's what you said:

**66.3%**

It's a bad idea. Sports teams shouldn't be involved in politics at all.

**22.3%**

It's a good idea. The state should stand against discriminatory policies, even at the expense of athletic teams.

**10.9%**

It's a good idea with bad execution. Sports teams should be exempted.

**0.5%**

Other/different opinion.

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## LETTER FROM THE EDITOR



### Never Lose Perspective

Perspective is everything. It's a phrase that went through my head more than once as we put together our annual Facilities of Merit® issue.

The athletics, fitness and recreation facilities featured in this issue were selected by seven architects representing firms from across the United States. Each of our judges applied their own unique programmatic backgrounds and aesthetic preferences to the field of 65 submissions. The discussion that decided our 10 winners was ripe with informed opinions from professionals who have themselves helped realize visions that on paper may have seemed an impossibility.

The very process of designing a multimillion-dollar facility is an undertaking dependent on seeing things from a multitude of perspectives involving a variety of stakeholders – the operator, the architect, the occupant, the athlete, the spectator, the passerby, the community member. Whether you're talking about FOM winners like the billion-dollar U.S. Bank Stadium in Minneapolis or the more modest Bend Pavilion in Bend, Ore., these kinds of projects are often the sum of several – if not many – visions. We hope you enjoy perusing the winners.

Those in our industry affected by Hurricanes Harvey and Irma were another reason perspective kept creeping back into my thinking while preparing this issue. As we alternated our attention between the constructive magnificence of the FOM winners and the destructive force of nature, it was hard not to realize how important it is to keep things in perspective. Since Harvey passed through, we've heard about high schools in Texas that were no longer worried about last-minute preparations for their football season but whether there would be a season at all. Some communities in and around Houston were grateful just to have the basic essentials of clean water, electricity and a roof over their heads.

I'll say it again, perspective is everything, and while matters of athletics, fitness and recreation may seem of secondary importance at certain times, we still strive to expand our perspective – and yours – with every issue of *Athletic Business*.

Andy Berg  
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# Starting Lines

Ideas and events shaping our industry



[Images courtesy Intel Corporation]

## How tech is creating 'smart' fitness facilities

By Jason Scott

At this very moment, you likely carry a supercomputer in your pocket that possesses more processing power than the computers that got us to the moon. You may be tracking your steps and heart rate using a tiny device you wear on your wrist. You now have the option of reading these words here or on the internet, which is linked (in theory) to the entire depth of human knowledge.

Technology continues to permeate virtually every aspect of our daily lives – and it's already beginning to impact commercial fitness consumers. Why does this matter, and what does it mean for the fitness industry?

According to an Appheros report titled *How Mobile Technology is Creating New Opportunities for the Health Club Industry*, 72 percent of exercisers use technology to support their

workouts. Fully 76 percent of respondents younger than 30 said that better access to tech could get them in the gym more frequently. Most importantly, 33 percent of gym members would be willing to switch gyms for better technology, if the price and location were similar.

Fitness facilities have been integrating technology for years, and they're getting "smarter" because of it. Certain pieces of cardio equipment can now monitor usage statistics autonomously and alert facility owners of required maintenance. Web-based applications allow users to reserve group fitness classes or equipment, making a trip to the gym more convenient than ever. Gym management software is even helping gym owners retain their members through the collection and analysis of user-generated data.

## Looking Back: September 2006

Revisiting past issues of *Athletic Business*



Read more at [www.athleticbusiness.com/Katrina](http://www.athleticbusiness.com/Katrina)

### Storm Teams: After Katrina, a New Role for College Athletic Departments

The fallout from Hurricanes Harvey and Irma has much of the country reflecting on Hurricane Katrina. When that storm rocked New Orleans in 2005, collegiate athletic departments stepped up – and in some cases, opened their doors – to assist emergency response efforts.

Fitness facilities can deploy these existing technologies and look ahead to integrating new and developing tech, according to Grace Pinegar, a research lead with Chicago-based G2 Crowd, a user-review website for business software and services. “A smart fitness facility works in tandem with the processes we already have and are still growing accustomed to,” she says.

The consumer-tech world can perhaps provide a glimpse into what the future holds. “iPhones let you sign in with a fingerprint and access Siri via voice, while the upcoming Amazon Go store promises to eliminate in-store checkout through sensory recognition of items,” Pinegar says. “Meanwhile, fitness centers still require laminated member cards. A smart fitness facility takes cues from the rest of technology, such as automatic member recognition, and equipment that personalizes settings to a user profile.”

Computing giant Intel envisions a gym member who employs biometrics to check in at the front desk, begins a workout on equipment configured to personalized settings, gets feedback and corrective coaching on physical movement, competes against others on cardio equipment, and uploads all of the data to the cloud for tracking and review. “The whole idea is that the experience would be personalized,” Pinegar says. “Retaining health information to be used in the context

of working out, smart machines could reduce injury by detecting incorrect usage and help develop well-rounded routines for those with specific goals.”

Wearable technology could help form a bridge from the present to Intel’s imagined future. Pinegar says wearables that sync with equipment, for example, could help provide a gym user with a more personalized experience. “Machines could recognize a user’s device and automatically adjust weight or bike incline to match their training plan or fitness goals,” she says, adding that connected equipment can even help to keep gym goers accountable. “Imagine a text message from your treadmill asking where you’ve been all week,” Pinegar says. “That would get me to the gym.”

All of this technology presents exciting opportunities for facility owners, but actually incorporating it can seem like a daunting task, especially for the less tech-savvy. Despite the fact that some of this connectivity takes place over Bluetooth, a robust internet connection is important. But individual gym owners don’t need to be computer whizzes to begin implementing these tools.

“The most important capability a fitness center owner/operator can have is the ability to adapt,” Pinegar says. “Gym owners don’t need to be experts in IoT [Internet of Things] technology any more than they are experts in the inner workings of a StairMaster.” ☺

## The Score

# 75,971

Increase in the number of girls participating in high school sports between 2015 and 2016 – the largest jump in 15 years



[Photo By Shutterstock.com]

# 3,400,297

Total number of girls’ high school sports participants in 2016 – an all-time high

Source: National Federation of State High School Associations

# 50

Number of colleges and universities that have added (or re-added) football programs since 2010

# 777

Number of colleges and universities fielding football teams in 2017 – an all-time high

Source: National Football Foundation

# 11

Professional sports markets, of 11 studied, in which NFL franchises ranked last in terms of fan experience



# 10

Markets in which NHL or MLS franchises ranked first

Source: J.D. Power

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## Noteworthy

The **University of Notre Dame** has partnered with Purchase, N.Y. -based **ANC** to install a major video display system at the school's iconic football stadium. The installation represents a first for Notre Dame Stadium and features a 54-by-95-foot video display with more than 4.7 million physical pixels – the most of any outdoor NCAA venue. ANC will assist the school in operating the display and generating content as part of a multiyear partnership agreement.



[Photo courtesy of ANC Sports Enterprises LLC]

Boxing champion Floyd Mayweather has announced he will open a chain of fitness facilities called

### **Mayweather Boxing & Fitness.**

The enterprise seeks to bring fitness resources to traditionally underserved communities, with the flagship gym set to open this fall in Southern California. Apart from physical locations, Mayweather Boxing & Fitness will launch a mobile application and an in-home virtual reality experience to further expand its reach.

Fitness equipment manufacturer **Precor** has announced Preva OS 7.0, the latest global software release for networked consoles on its cardio equipment. The update enhances facility operators' ability to choose which media and entertainment applications they want to deliver to users. Exercisers can also use single sign-on, allowing them to access their individual workouts and personal entertainment apps.

The **American Council on Exercise** released a study on the effects of in-classroom workouts on elementary school students. As part of the study, 400 students spanning grades two through five exercised in the classroom for up to 20 minutes a day, following age- and skill-appropriate videos developed by P.E. teachers.

The results found that the exercises made students more active and better behaved during class time.

A new group fitness concept inspired by the **Spartan Race** in more than 100 **Life Time® Fitness** locations around the country will continue into 2018. Spartan Strong, developed by Spartan and Life Time®, is a studio-based high-intensity class that combines resistance training, bodyweight moves, dynamic stretching and cardio. The classes are taught by instructors certified by both entities, and are available to members as part of Life Time's Featured Format classes.

Aquatic architecture and engineering firm **Aquatic Design Group** has announced that it will open a new studio in Washington, D.C. The move comes as the Carlsbad, Calif.-based firm continues to grow its presence on the east coast. Jacob Heuss, a 17-year aquatics industry veteran, will lead the new office.

During the 2017 canfitpro world fitness expo, **Keiser** was honored with the prestigious Steve Block Vendor of the Year Award. The award, named for the late Steve Brock of **SPRI® Products**, recognizes exceptional fitness education. Ⓜ



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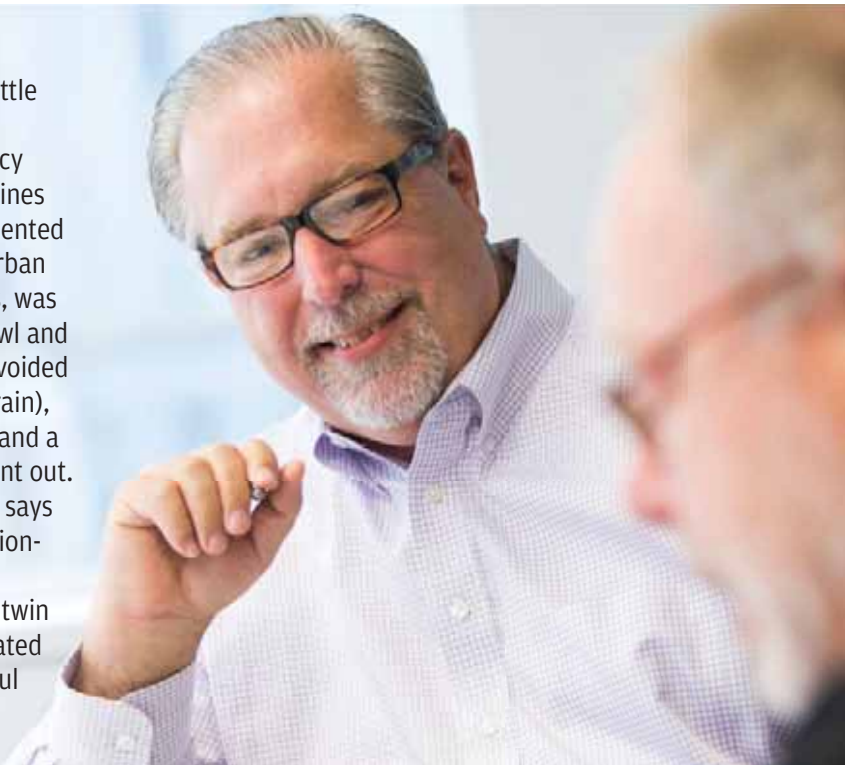
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# What does \$70 million buy in a high school stadium?

## **Mark Vander Voort was admittedly nervous** as

Hurricane Harvey made Texas landfall in August. Little more than a week earlier, he had attended the soft opening of Katy Independent School District's Legacy Stadium, which for years had drawn national headlines as its price tag approached \$70 million – unprecedented at the prep level. As director of the project in suburban Houston, Vander Voort, a principal at HKS in Dallas, was relieved to learn that the 12,000-seat stadium's bowl and adjacent two-level locker room and office facility avoided flooding during the deluge (more than two feet of rain), thanks to the synthetic turf's drainage capabilities and a pump system that worked even after the power went out. It's just one value-added feature that Vander Voort says justifies the stadium's expense. Others include motion-sensing parking lot security, home and away upper decks, a press box with bookend hospitality suites, twin elevators, 24 concessions points of sale, and dedicated restrooms for marching bands. *AB* senior editor Paul Steinbach asked Vander Voort to share his vision.



## **How do you make a stadium feel like home to eight different district high schools?**

There are mascot graphics throughout the stadium for each school, but here's the main idea: There are large perforated metal screens that shade the home stands from the western sun, but the screens are illuminated at night with colored LED lighting, so they glow in the colors of the home team.

## **What other ideas went into the stadium's aesthetic?**


A lot of high school stadiums have been sort of traditional, or referential to older styles of architecture. We tried to have a contemporary expression that represents the future of the city of Katy, which is growing so quickly. Instead of there being elements that are purely decorative, most of what you see at the Katy stadium is integrated – the structural forms are integral to the architecture. There's a strong roof form shading the press box and the home stands that symbolizes community pride. The other thing that drove us was to have a sense of intimacy, just in terms of heightening the experience both for the participants on the field as well as the patrons in the stands. I think participants on the field are going to feel like they're really at a special place, and hopefully the same is true for families in attendance. They're going to witness

events that become lifelong memories. The stadium is really a backdrop for those events, but it can make a difference.

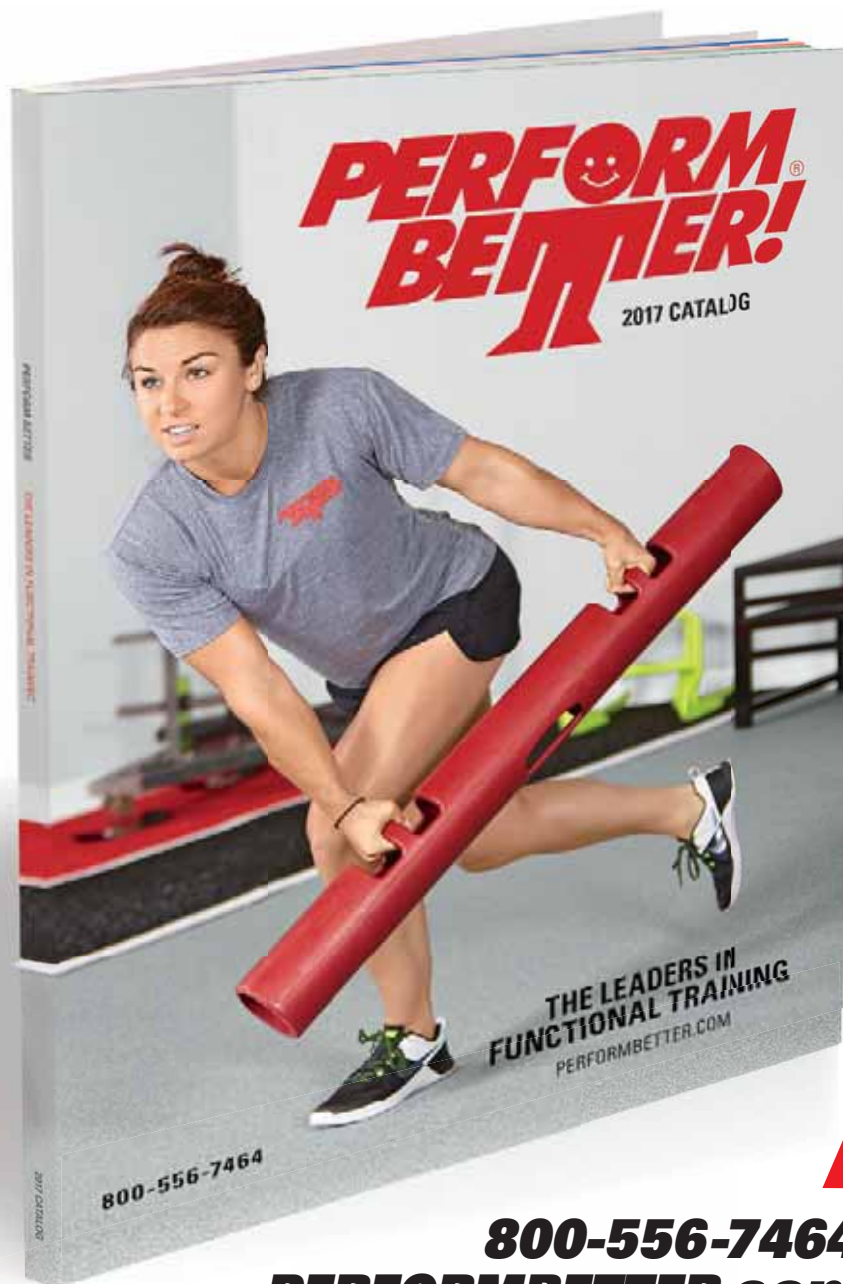
## **Do you feel such projects are becoming the new normal?**

People tend to talk about high school football stadiums in Texas as if they're getting out of hand, but I do think that it's a matter of reflecting and accommodating the growth in a district like Katy. It's really amazing how they must look forward, and build and program with that in mind. I think that's all that they've done, and I personally think it's been a very responsible solution. Certainly, we tried to be that way. We kept that in mind with all systems.

## **How does the stadium reflect the district's forward thinking?**

This is a leadership district. I don't think they wanted to build something that would be obsolete or leave payback on the table, and an example would be investing in the LED lighting system, which is more expensive than a conventional system, but it's going to pay for itself in a very short period of time. We really worked hard with the district to provide great value and to meet their programmatic needs. I don't think there's anything there that's not going to provide tremendous value to the district and the community for a long time to come. 

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# What has been your best equipment purchase?



**Bob Grems**, director, Regional Wellness Center, Estherville, Iowa

“Our LeMond bikes have been vitally important for our members in group cycling classes. They withstand heavy use and, if needed, are easy to repair. We have 31 total bikes, and group cycling has been by far our most popular fitness class over the past 13 years.”



**Jim Fitzsimmons**, director, University of Nevada, Reno Campus Recreation and Wellness, Reno, Nev.

“Our new BeaverFit custom-built rig and boxing rig are the backbone of our functional training zone. The custom work they do is amazing.”



**Sherry Jackson**, health and wellness director, Ashland Family YMCA, Ashland, Ore.

“We installed our TRX station right outside of the fitness office. This gives us even more opportunities to assist members in their healthy pursuits. Often people stop to look, and we step right in and get them going. TRX is great for all ages, all abilities and all stages of training!”

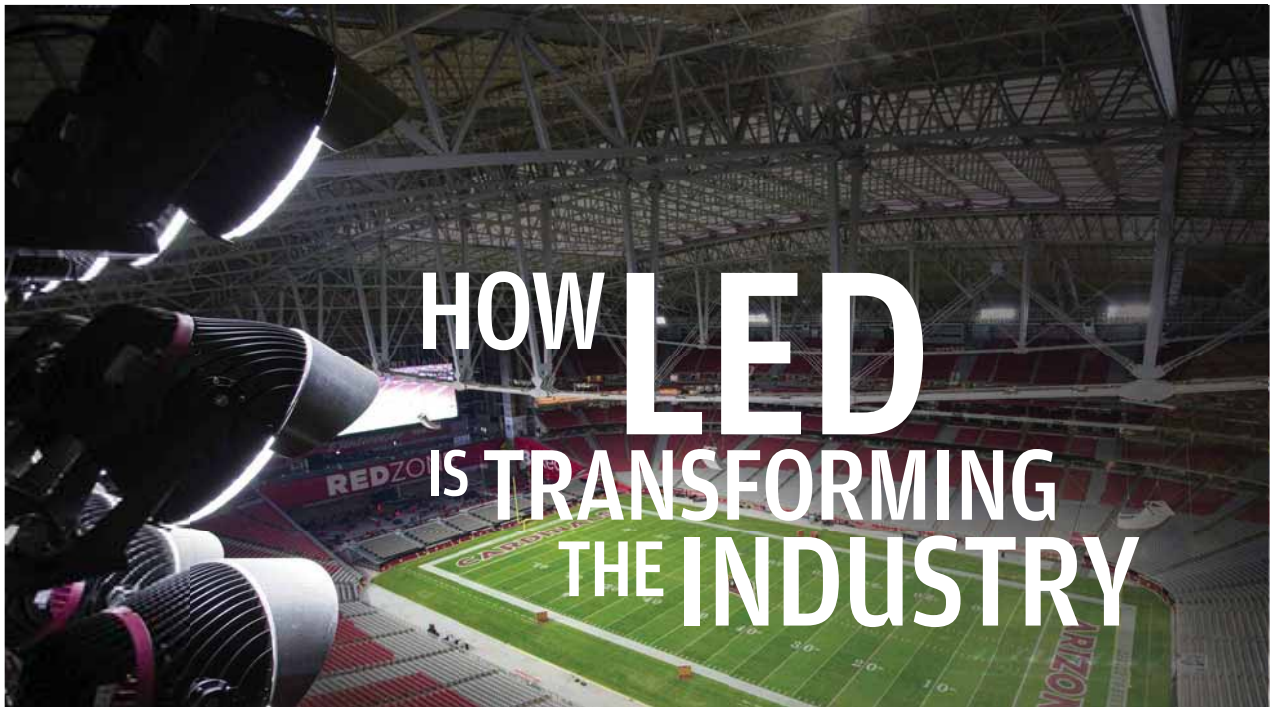


**David McLear**, owner, In-Sync Rehabilitation Services Inc., Latrobe, Pa.

“The AlterG Anti-Gravity Treadmill has been a great investment for our private orthopedic and sports-based outpatient physical therapy office. In terms of business, we are often able to start additional programs earlier in the rehab process, which has assisted with improving our bottom line.”

**What equipment has been your facility's best buy?**

Share your answer at [www.athleticbusiness.com/perspectives1017](http://www.athleticbusiness.com/perspectives1017)



**Whether you're renovating an existing facility**, building a new one or looking to maximize the use of your outdoor surfaces, lighting plays a major role. To learn more about how LED lighting has evolved, how it has impacted the athletics and recreation industries and what to think about when you're considering updating your own lighting, *Athletic Business* caught up with Mike Lorenz, president of Eaton's Ephesus Lighting business.

### **How has the evolution of LED lighting affected athletics and recreation?**

After we illuminated the first professional sports arena with LED lighting, an industry that had not changed for more than 50 years was suddenly disrupted. Since then, this same high-end lighting has trickled down to the college, high school and municipal levels, although the needs are much different. This trickle down is the result of proving the technology and its benefits on a big stage, which allows more risk-averse municipal sports venue operators to see how the technology could benefit them.

### **How does lighting directly impact programming and revenue generation?**

Athletic directors should be concerned with satisfying three publics: players, fans and the

wider community. When it comes to lighting, LEDs can benefit all three. LEDs provide a high quality of light that uniformly illuminates the playing field with minimal glare, hot spots or unintended shadows. This helps maximize player performance and provides the best stage to view an event. Plus, LED lights consume 70 percent less energy, which means not only cost savings, but extended programming when it would have previously been too expensive to host.

### **What should a facility operator consider when undertaking a lighting project?**

The financial investment required to install new lighting or retrofit an existing solution is still the primary concern. As with any building or renovation project, make sure you're taking advantage of budget-saving resources and grants, and

understand the long-term cost and savings. For example, we recently worked with a municipality that reallocated funds set aside just for maintenance of their traditional lighting systems for the installation of a maintenance-free LED system.

### **As the sponsor of this year's AB Show keynote by Charles Duhigg on "The Power of Habit," what are some habits that have led to your success?**

I have three main principles that have guided my success. The first is staying focused by figuring out what matters most and attacking it with passion. Second, I'm always checking my gut decisions against new learning to make the best business decision I can. And lastly, I push forward by taking lessons from the past and leaving all of the baggage and disruptions at the door.

**Mike Lorenz will introduce AB Show keynote Charles Duhigg, Friday, Nov. 10, at 11:15 a.m. (Eastern).**

# AB : ELEVATE YOUR FITNESS CENTER WITH TECHNOLOGY SHOW

By Kate Rampone

**There's no denying that technology is transforming the way** we perform many day-to-day tasks. To learn more about how high tech is transforming the fitness industry, I sat down with AB Show 2017 speaker Rachel Koretsky, CEO and Founder of upace, a mobile platform specifically designed for fitness center owners.



According to Koretsky, integrating technology into your fitness center will allow you to:

- 1 Increase member satisfaction and engagement**  
You need to communicate with your members where and how they communicate best, which is transitioning to mobile devices, especially for millennials. Says Koretsky, "Allowing your members to access important information and be able to sign up for classes and reserve time on equipment – all in one location – will give them a positive and convenient experience before even stepping foot in your gym," which goes hand in hand with the next benefit.
- 2 Increase member retention**  
It goes without saying that when members are happy, they're more likely to stick around. In addition to having a positive web experience, technology

available for fitness centers today allows members the ability to sync group exercise classes and workout times directly to their mobile calendar, "making it easy for them to commit and make exercise a habit," Koretsky says. And once coming to your fitness center is a habit, the likelihood that they'll continue their membership skyrockets. (Learn more about the power of habits at [abshow.com](http://abshow.com).)

- 3 Make informed decisions on day-to-day operations**  
With technology comes easy access to data, including equipment usage, popular times, class attendance and more. "There has been increased demand from fitness center owners for technology that reports on operations data that was hard to gather before," according to Koretsky. Now, there is technology available that reports on all facility operations at the tips of your fingers to help you make important business decisions and to provide the optimal gym experience for your members.

Koretsky says that integrating technology into your fitness center is part of a long-term strategy. "You have to figure out what will keep your members engaged and wanting to continue using your fitness center," she says. "You have to determine your goals for the technology and find the right technology platform to help you achieve those goals."

Join Koretsky at the Innovation Station at AB Show 2017 for her educational session, "Set Your Pace: How Technology Can Influence Your Center." You'll walk away with a practical understanding of how technology can boost member retention and satisfaction, empower data-driven decision-making, enable real-time member communications and more. Learn more and register for AB Show 2017 at [www.abshow.com](http://www.abshow.com). #

Attend AB Show 2017 this November 8-11 in Orlando and get insights, ideas and fresh perspectives for your facilities and programs. Learn more at [abshow.com](http://abshow.com).



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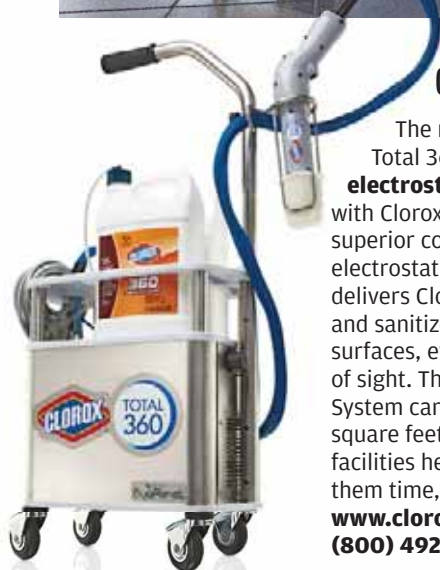
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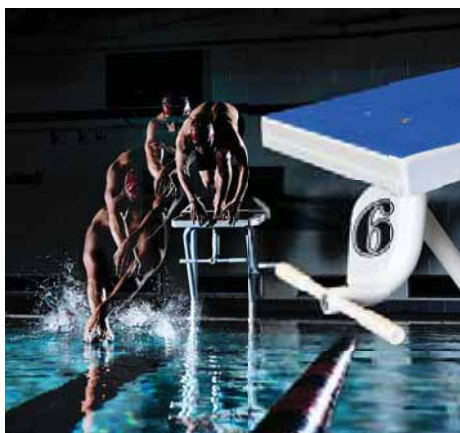
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# Voices

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[Image courtesy of YouTube]

## Planet Fitness complaint: Club's transgender policy withstands challenge



**Paul Anderson**  
(paul.anderson@marquette.edu)  
is a professor and director of the sports law program and National Sports Law Institute at Marquette University Law School.

**By Paul Anderson**

From lawsuits by parents contesting school inclusion policies to presidential proclamations banning military service, the issues surrounding transgender individuals have come to the forefront in the United States.

Transgender individuals are those whose gender identity differs from the sex they are assigned at birth. Most estimates find between 0.3 and 0.6 percent of the population identify as transgender. The frequency of related legal claims has spiked recently as parents have sued to stop policies allowing transgender students to access school bathrooms that match their gender identity, arguing that these policies violate the privacy rights of their children.

Yvette Cormier made a similar claim against a Planet Fitness in Midland, Mich., in *Cormier v. PF Fitness, et.al., First Amended Complaint and Jury Demand, File No: 15-2463-NZ-B (C.Ct. Midland April 2, 2015)*.

## Discomfort zone

On Feb. 25, 2015, Cormier went to Planet Fitness and upon entering the women's locker room saw what she described as a "large, tall man who was also inside the common area." Cormier did not feel comfortable about being in the same locker room as a man and went to the front desk to complain.

The desk employee told her that it was company policy to allow individuals to have full access to the facility based on their self-identified sex.

Planet Fitness is known for its "Judgement Free Zone" mantra of providing a welcoming environment for all members. Its gender identity non-discrimination policy states that members and guests may use all gym facilities based on their sincere self-reported gender identity.

This policy follows sport and fitness organizations that have been proactive in creating policies of inclusion for transgender individuals. In 2011, the NCAA created its Transgender Inclusion Policy, and soon after, many state high school athletic associations began to institute similar policies. In 2016, YMCAs in Chicago instituted a protocol allowing individuals access to restrooms that match their gender identity.

This movement stems from guidance put out by the U.S. Department of Education's Office for Civil Rights under its responsibility to enforce Title IX, culminating in letters in 2015 and 2016 that require schools to treat transgender students in a manner consistent with their gender identity. The target of litigation led by the State of Texas, this guidance was eventually rescinded by the OCR in 2017.

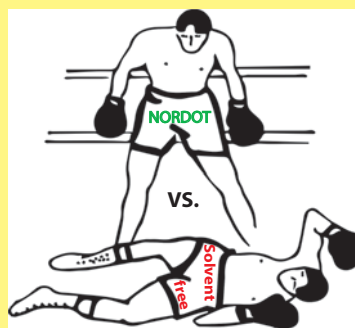
However, schools and athletic

programs continue to allow transgender students access to locker rooms as part of their efforts to allow them to participate in the full educational experience. Parents continue to sue claiming that this access violates their children's right to privacy. Only the United States Court of Appeals for the Seventh Circuit has ruled in support of these policies in

*Whitaker v. Kenosha Unified School Dist., 838 F.3d 1034 (7th Cir. 2017)*.

Title IX, a federal education law that only applies to recipients of federal funding, has driven this movement toward inclusion of transgender individuals in sport, and thus has no application to organizations such as the NCAA or Planet Fitness. It also does not answer Yvette Cormier's concerns.

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### Q: What makes some adhesives classified as hazmat?

**A:** Volatile flammable solvents, such as those found in gasoline for your lawnmower or car, or paint thinner, or household mineral spirits, are usually the reason for the hazmat classification. However, once applied the flammable solvent in NORDOT® Adhesives evaporates and the remaining 60% to 65% for strong bonds is no longer hazmat.



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## Policy and privacy

Shocked by her experience, Cormier felt she had not been warned about the possibility of “sharing a bathroom with a man.” For several days after her encounter she told other female Planet Fitness members that they should watch out for men in the locker room. Eventually Planet Fitness contacted her and asked her to stop. When she refused, the gym terminated her membership.

Cormier sued, arguing that Planet Fitness’s conduct and policy violated her right to privacy, subjected her to sexual harassment under Michigan law, and breached her membership agreement. On Jan. 1, 2016, the circuit court found that a locker room is a place where individuals necessarily have a lessened sense of privacy, and that she willingly left. Therefore, she had not alleged any intrusion on her right to privacy and had not been harassed [*Cormier v. PF Fitness - Midland, LLC, et. al., Case No.: 15-2463-NZ-B (C.Ct. Midland Cty., Jan 1, 2016)*].

She also signed a membership agreement wherein she agreed to standard release language and to follow Planet Fitness policies, and wherein

**Organizations that create inclusive policies should consider backing up such policies in practice, as Planet Fitness has done.**

it was noted that Planet Fitness could change or modify policies at any time. The agreement also authorized oral notification of policy changes and allowed Planet Fitness to immediately terminate members who did not comply. Noting that she was told about the policy when she complained, and that Planet Fitness gave her the opportunity to follow it before terminating her membership, the court again denied her claims. She appealed, but on June 1, 2017, the Court of Appeals affirmed the decision denying her claims [*Cormier v. PT-Fitness-Midlands, LLC, No. 331286 (June 1, 2017 Ct. App. Mich.)*].

## Future inclusion

The issue of transgender access to sport and fitness facilities is not going away. However, this case should give some assurance to sports administrators in the process of developing inclusive policies. A strong membership agreement will usually be supported in court. Even Planet Fitness’ open-ended language was enough to lead the court to find that it had not violated the membership agreement. Organizations that create inclusive policies should consider backing up such policies in practice, as Planet Fitness has done with its support of efforts to combat bullying in



**0.3 to 0.6**  
**Estimated percentage of the population who identify as transgender**

teens, among other national initiatives.

Sports administrators outside of the educational context do not yet need to feel compelled by law to create inclusive membership policies, as federal laws such as Title IX do not apply to them, but they should consider their customers’ interests. Although the number of transgender individuals who become members is not likely to increase in the foreseeable future, most studies show that a slight majority of Americans support transgender access.

Perhaps more importantly, younger Americans, who may be a large proportion of current and future membership, have led the way in pushing for transgender individuals to be treated equally. As sport and fitness organizations seek to create an environment that will draw these customers, inclusive policies may be an expectation they need to meet. ☺



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# Our pivotal 2017, Part II: Sales-and-service reboot



By Rob Bishop

[Illustration by Dylan Fowler]



**Rob Bishop**  
(rob@elevationshealthclub.com)  
is managing partner at Elevations Health Club in Scotrun, Pa.

**After approximately 18 months of declining membership and revenue,** I realized that our club was in serious trouble. As identified in this space last month, we had two big issues: poor customer service (we weren't as good as we used to be) and a seeming invisibility in our marketplace.

To solve our customer service issue, I began by talking to other business owners about how they train their staff members to provide great service. The people I talked to all have certain things in common: they have an ongoing plan to train (and train and train) in every aspect of the business; they encourage their staff to have fun at work; and most of all, they have open lines of communication between owners, managers and employees so that everyone is on the same page. Problems or issues are addressed immediately – what was the problem, what could we have done better, and do we need to follow up with that customer?

### Ultimate responsibility

I set up a meeting with the entire staff. When the meeting started, I explained that I had recently gotten feedback that our customer service level wasn't what it used to be. I told them that I was to blame for the problems we were having. I am ultimately responsible for setting the tone for everything we do, and I hadn't been doing what

needed to be done. I emphasized that sometimes we do a great job but at other times we fall short, and that's the hard part – applying the same level of service we give the first person through the door in the morning to the 100th person through the door later that day.

I said that we were going to have more meetings, by department, to share information and best practices with each other. Every staff member was going to be evaluated more often – not to criticize, but to improve skills.

Everyone wants to get better at their job. I told the staff that as we improve the club, we'll find ways to compensate the staff for excellent work. If a group fitness instructor consistently has more than 25 people in class, we want to reward the instructor for that. If a personal trainer has clients who continue to work with them because they are getting great results, we want to reward that trainer.

Most of all, I want them to enjoy their jobs. If they have ways to improve the member experience, we want to hear it.



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## Life-changing help

The task of increasing our visibility in the marketplace was a bigger problem for me to solve – but sometimes you get lucky. A close friend mentioned that he had a friend who was a consultant in the fitness business. Perhaps she could help me.

I hesitated at first. After all, I had done some consulting over the years, so why would I need a consultant? Truth is, I was out of ideas. I needed help. At our big meeting, I had asked the staff to be open-minded and to accept criticism in order to improve. I had to be willing to do the same.

Maria Parrella-Turco, a New Jersey-based fitness industry consultant and club turnaround specialist, made a trip to visit with me and to see the club. I was immediately struck by her knowledge of seemingly every aspect of our industry. I've run our club for more than 20 years, but when I talked to her I felt like I was just starting out.

She is one of those people who is at once friendly, outgoing and intimidating. She has a no-nonsense personality and loves her work – save the chitchat for later. She truly believes our industry has the capacity to change people's lives, and it's our obligation to help them.

Maria asked a lot of questions about our club's history, services and member demographics. She liked the improvements we were making in customer service and then simply said, "Here's where our industry is right now and here is what you need to do to grow this club."

She had a plan, and we were going to implement it. We developed a tiered membership approach that allowed customers to choose the services they wanted – from a low-priced "entry" membership, all the way up to a high-priced "personal training" membership.

## Customer wants and needs

This new pricing system requires our membership staff to change the way we do tours and answer the phone. Everything has to be centered on the question, "What does this customer want and need?" We had to ask them about their goals, what they like and don't like, and what their previous exercise experiences were like.

We had always made some effort to get to know our customers, but now we were formalizing the process. How can we know what membership a person needs if we don't know what they like to do and what their goals are?

We set up a consultation for every new member, allowing us to get more details about goals and then show members what types of workouts will help them reach those goals. If they want to lose weight but are easily bored walking on the treadmill, we want them burning calories in a fun and exciting

**"I asked the staff to be open-minded and to accept criticism in order to improve. I had to be willing to do the same."**

group fitness class, and we tell them which classes are best for them.

These consultations also allow us the opportunity to market additional services to all new members. If they express an interest in the pool but don't know how to swim, we offer swim lessons. If they have belonged to a club before but had trouble getting there consistently, we discuss using a personal trainer to increase accountability in order to get better results.

All of that required a lot of staff training, so we arranged for Maria to spend time with each department. She was in charge. I went through training along with the rest of the staff members. They needed to see that we were committed to doing things differently, and I had to be the first one on board.

I also had to start looking at different metrics for our business. I had to be looking forward. What is next month's marketing plan? How can I best train the staff to maximize the customer experience related to a certain promotion? Then, how many calls did we get, how many memberships did we sell, and how can we do better next month?

**100**

New members in January, double the number from January 2016

**25%**


Membership growth year-to-date compared to 2016

## Sales results

We started working with Maria last December, and in January sent out our first-ever direct mail piece (U.S. mail, not email) that advertised our new lower-priced options. It got a huge response, adding 100 new members, or double the total from January 2016.

The strange but wonderful thing is, very few of these new members actually purchased the lower-priced membership. A low price may have been why they called, but once we started talking to them about their goals and how to get results, they wanted more out of their membership.

Every month since then has been similar. We have stayed focused on building value in our club and on helping our members get results, and membership continues to grow at a pace 25 percent ahead of last year.

It took time for me to admit that I needed help, but working with Maria really has turned our club around. Our success has boosted enthusiasm throughout the entire staff. The club is full of new members and renewed energy. It hasn't been easy, but operating the club has become fun again. 



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# Sport Safety: Are we doing enough to protect athletes?



San Marcos High School football practice.  
[Photo by Charlie Neuman, The San Diego Union-Tribune]



**Samantha Scarneo, MS, ATC,**  
(samantha.scarneo@uconn.edu)

is director of sport safety at the **Korey Stringer Institute** at the University of Connecticut.

## By Samantha Scarneo

**The nonprofit Korey Stringer Institute (KSI) has been making waves** in the realm of sport safety since namesake Korey Stringer of the Minnesota Vikings tragically died in August 2001 from exertional heat stroke. At KSI, we have worked with athletes from the professional level down to the youth level, with the goal of making sports safer and preventing sudden deaths. Since the opening of the institute, our mission has been to provide research, education, advocacy and consultation in an attempt to maximize performance, optimize safety and prevent sudden death for the athlete.

This can be achieved through evidence-based policy implementation, and in the past six years KSI has been tracking sport safety policies at the high school level. Currently, there is no national governing board that mandates or oversees the

implementation of such policies. Instead, each state high school association makes its own policies and governs its member schools. At KSI, we tracked policy requirements in each state for the prevention of sports-related deaths in the following five key areas:

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- 1 **HEAT ACCLIMATIZATION:** the gradual phasing-in of exercise in the heat.
- 2 **ENVIRONMENTAL MONITORING:** the use of a wet-bulb globe temperature device to monitor environmental conditions and activity modification based on those conditions.
- 3 **EMERGENCY PREPAREDNESS:** implementation of an emergency action plan (EAP) in secondary school athletics programs, including concrete, written checklists that inform organizations of what to do in the event of a medical emergency.
- 4 **AUTOMATED EXTERNAL DEFIBRILLATORS (AEDs):** access to AEDs for the prompt treatment of sudden cardiac arrest.
- 5 **CONCUSSIONS:** implementation of evidence-based concussion evaluation, prevention, recognition and care.

We observed several states making positive changes in these five areas. However, we also noticed that the barriers states faced in making these changes were similar across the country. This led us to wonder: Why are we not working together? Why are we not bringing states together to talk about methods of facilitating policy change?

The KSI, in partnership with the National Athletic Trainers' Association and the American Medical Society for Sports Medicine, held the inaugural Collaborative Solutions for Safety in Sport (CSSS) meeting in New York, N.Y., in the winter of 2015.

Using the consensus statement, *Preventing Sudden Death in Secondary School Athletics: Best Practices Recommendations* (published in 2013) as a road map, the goal of the meeting was to bring together key stakeholders from each state under one roof to discuss how best to implement the practices outlined in this document. Would the executive director and the chair of the sports medicine advisory committee for the state high school associations from all 50 states and the District of Columbia be willing to initiate policy change? It was a call to action for a new collaborative approach to education, as well as development and implementation of best practices for safety in high school sports.

After three consecutive meetings of the CSSS, KSI felt the need to benchmark the current status of health and safety policy in high school athletics.

As these state policies should be readily available and in compliance with the current medical standards, we also felt obligated to inform the parents, athletes and the general public about where their respective state's health and safety policies stood when objectively evaluated against the 2013 consensus document. This was our motivation to gather the data and publish the current rankings of the sport safety policies at the state level, with the goal of educating

the general public on the current status of high school sport policies.

Unfortunately, current organizational structure at many state high school associations puts executive directors – who may not have a medical background – in charge of managing health and safety policy regulations instead of having representatives with medical backgrounds make these decisions.

The evaluation of policies at the state level was focused on the top four causes of sudden death in sports – cardiac arrest, exertional heat stroke, head injuries and exertional sickle cell trait – which together account for 90 percent of sudden deaths in the high school age group. Furthermore, to objectively evaluate each state, a rubric was developed from the 2013 consensus document with five equally weighted sub-sections. Our investigation focused on publicly available source data, such as state high school association websites and state legislation. States were awarded points if the written policies were mandated, and scores were calculated to determine the final state ranking.

The top five states as of August 2017 were North Carolina (78.75 percent), Kentucky (71.13), Massachusetts (67.40), New Jersey (67.03) and South Dakota (60.58). The bottom five states from 47th to 51st place were Minnesota (33.35 percent), Montana (33.25), Iowa (33.0), California (26.0) and Colorado (23.0).

We were pleased to find that every state has at least some policies in place for the health and safety of its high school athletes. Some states have great templates for specific parts of the rubric. For example, Connecticut, Arizona and Mississippi have a gold-standard policy for heat acclimatization for student-athletes. Georgia, Illinois and Vermont have implemented an evidence-based environmental monitoring policy that is regionally specific. Massachusetts, New Jersey and Tennessee have enforced a state law that requires an AED to be readily accessible at all athletics venues.

Conversely, each state also has work to do, as no state scored 100 percent. Some states, including Colorado, California and Texas, do not have any policies in place for specific portions of the top causes of sudden death. Texas, for example, does not meet minimum best practice standards for environmental monitoring and activity modification during hot weather.

Our hope is that the findings of this project will shine a light on the current strengths and weaknesses of state high school associations. We hope that parents, athletes, administrators and the general public take this information and start conversations with their state high school association leaders to facilitate the implementation of evidence-based sports safety policies for all high school athletes. Through collaborative efforts, we can make changes to ensure all athletes enjoy their high school sports experiences – and live to tell about them. @

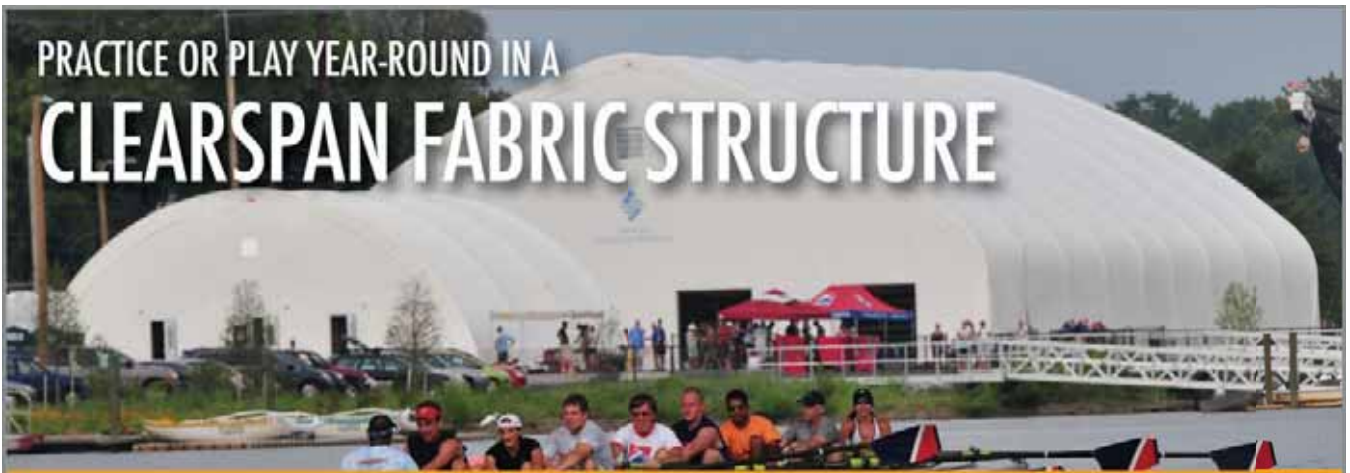
# 90

Percentage of sudden deaths among high school athletes caused by cardiac arrest, exertional heat stroke, head injuries or exertional sickle cell trait



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# Assessments: The first step in protecting your venue

By Jeffrey Miller



Jeffrey Miller is senior vice president of MSA Security and former chief security officer for the NFL.

**As security directors watch the terrorist threat escalate**, their responses have been to fortify their programs accordingly. Unfortunately, it is not enough to keep pace with hostile actors; you must *outpace* them. You must anticipate new, emerging terrorist tradecraft and tactics before they are implemented. You must recognize potential risks and vulnerabilities in your facilities and address them before they are exploited. Whether you manage a professional sports venue, a high school athletic department or a community organization, the best way to begin this process is through a comprehensive risk and vulnerability assessment.

Regular, independent assessments of your security program are critical to success. They are the first step toward implementing effective and sustainable solutions. Every venue has its own nuances and challenges, but an outside perspective can offer fresh insight.

Consultants assess a number of areas of potential vulnerability, focusing on the people, processes and technologies involved in all aspects of operation. A consultant can also highlight areas of vulnerability and make recommendations for correction or improvement. This could range from physical security requirements – such as access control technology or CCTV systems – to deployment strategies for armed operatives and the proper techniques for intelligence collection and analysis.

A consultant's recommendations will address

ways to deter, detect, delay, assess, communicate and respond to threats as they present themselves.

**Deter.** Deterrence convinces outside, potentially hostile observers of the facility that it is “hardened” in comparison to similar facilities in its geographic region.

**Detect.** If hostile actors target a facility, the venue must have effective methods of detecting unauthorized attempts at access.

**Delay.** There should be a period of delay between detection of an intrusion and a hostile actor's ability to inflict damage, which permits time for security to respond to the intrusion and prevent an attack.



# NCS<sup>4</sup>

SOUTHERN MISS

## NCS<sup>4</sup> suggests these best practices for ensuring perimeter control and protection:

- Conduct area crime analysis to objectively determine what problems exist, on both event days and non-event days.
- Develop close coordination between facility staff and local law enforcement.
- Arrange to have marked police vehicles parked randomly outside critical facility assets.
- Identify Concentric Circles of Security (CCS), with **inner**, **middle** and **outer** perimeters.
  - The **inner** circle would typically encompass everything from the facility exterior wall/fence inward. (The **playing surface** within the inner perimeter is considered a separate high-security area.)
  - The **middle** circle would typically encompass everything from the exterior wall/fence outward to at least 100 feet (if possible).
  - The **outer** circle would typically encompass everything from the 100-foot line to the property line or other arbitrary border — a minimum of 500 feet should be established where possible.
- Maintain emergency ingress/egress routes for public safety vehicles.

**“Every venue has its own nuances and challenges, but an outside perspective can offer fresh insight.”**

**Assess.** Recommendations should include a procedure for rapidly assessing the severity of a threat.

**Communicate.** Should a threat be identified, the venue must have a method for quickly notifying both internal personnel and first responders to ensure an effective response.

**Respond.** The assessor should recommend improvements to emergency response protocols for all types of incidents. They might also recommend exercises and training programs to improve the readiness capabilities of personnel.

In conducting these assessments, consultants should consider your venue’s particular concerns and priorities. Security priorities for professional sports venues will differ in size and scope from those of a high school football stadium, but the objective will be the same: to institute reasonable protective measures designed to prevent an act of terrorism. Recommendations will vary depending upon the types of risk identified for each venue. Regardless of budget, an effective consultant can evaluate your venue and recommend multiple solutions that will achieve the stated objective of enhancing the security posture of the facility.

The terrorist events we have witnessed in the past few years — both prevented and carried out — serve as important reminders that we must constantly evaluate and restructure our security program capabilities. Recent incidents, such as the Ariana Grande concert attack in May, have highlighted an area of vulnerability that is easily overlooked in sports and entertainment security — egress control. Factors such as lighting, a secondary perimeter, explosive-detection, canine teams and crowd control can positively impact the ability to disrupt an attack. In order to counter the evolving threat, we must constantly adapt our approach to anticipate and defend against emerging terrorist trends.

### **When embarking on a risk and vulnerability assessment, what should one be looking for in their consultant?**

**Independence.** Each venue is unique, and security directors will always have the most detailed knowledge of their own venue and its nuances. That said, familiarity could be a barrier to innovation. When solving any problem, it’s crucial to look at the problem from new perspectives. When evaluating your security program, a fresh perspective is key. Hiring an outside vendor can shed new light on areas of your security program not previously recognized as vulnerable.

**Knowledge of the threat spectrum.** Select a consultant with demonstrated, up-to-date knowledge of the threat spectrum. They should be familiar with terrorist trends both within the United States and abroad, especially as they relate to mass gatherings and commercial facilities. It is imperative for consultants to stay abreast of the latest tactics and tradecraft, as we know that hostile actors are continually updating their methodologies. Knowledge and insight into the shifting direction of terrorist activity can help consultants anticipate emerging threats and analyze the potential consequences for your venue.

### **Experience in the sports and entertainment sector.**

Past performance is integral. Your consultant should have experience performing risk and vulnerability assessments for sports and entertainment venues specifically. The areas of concern at these types of venues vary greatly from other locations, such as corporate or retail spaces. It is an added benefit if the consultant has experience on the other side of the equation: managing sports and entertainment venue security themselves. This provides a complete perspective that is ideal when evaluating risk and vulnerability.

Understanding the significance of the risk and vulnerability assessment, and what needs to be done during this initial stage, is critical to finding the right consultant partner who has sophisticated knowledge of your facility type and of the nuances of an ever-evolving threat landscape. 📍



37TH ANNUAL

# Facilities of MERIT

**S**implicity and restraint emerged as common themes during the selection of this year's Facilities of Merit® – from the pure white interior walls of a Canadian aquatics hall to an American ice rink with virtually no walls at all. Design elegance is likewise evidenced in winning venues as diverse as an imposing Nordic stadium (in Minneapolis, actually) and a tranquil Japanese spa (actually in Japan).

Joining these specialty facilities in this year's field of 10 winners is an array of artfully crafted campus and community recreation centers, offering their constituents multiple activity opportunities via new or renovated amenities.

A panel of seven architects identified the 2017 Facilities of Merit at the conclusion of two days of deliberations this summer at AB Media headquarters in Madison, Wis. Next month, the architects, consultants and facility owners behind each winning project will be honored at a reception at AB Show 2017 in Orlando.

Thanks to all 65 entrants for helping ensure the program's high level of competition, and congratulations to the 2017 Facilities of Merit winners.

– The Editors



Inside Roberts Pavillion.

Discover more about this year's Facilities of Merit® winners and all projects entered in the 2017 Architectural Showcase: [athleticbusiness.com/showcase](http://athleticbusiness.com/showcase)



# The Criteria

Facilities of Merit entries are evaluated according to several criteria, including:

## FUNCTIONAL PLANNING:

Functional relationships, zoning, control points, plan efficiency, building entry, circulation/traffic flow, use of space.

## DESIGN:

Interior finishes, detailing and color schemes; use of natural and artificial lighting; building materials; mechanical systems. Where applicable, integration of the design with the surrounding area or buildings; exterior finishes, images and color schemes; building materials; solutions to massing problems.

## SITE:

Solutions to site constraints or other problems encountered; integration with existing natural elements.

## COST:

Funding or cost-saving measures utilized; innovative capital and operations financing and funding strategies employed; energy conservation measures used; cost of construction for value received.



[Photos by Nicole Bell]

# 2017 Judges



**STEPHEN SEFTON**  
Perkins+Will  
Boston, Mass.



**LYNN REDA**  
Hughes Group Architects  
Sterling, Va.



**KALMAN NAGY**  
Dewberry  
Peoria, Ill.



**CLINT MENEFF**  
SmithGroupJJR  
Dallas, Texas



**TROY SHERRARD**  
Moody Nolan  
Columbus, Ohio



**KEITH RUSSEAU**  
The Collaborative Inc.  
Toledo, Ohio



**DAVID SORG**  
OPN Architects  
Cedar Rapids, Iowa

[Photos by Alan Brandt]



**ARCHITECT OF RECORD:**

Opsis Architecture LLP  
Portland, Ore.

**RECREATION CONSULTANT:**

Rink Management Services  
Portland, Ore.

**COST:** \$9.2 million

**SQUARE FOOTAGE:** 50,064

**MAJOR FACILITY COMPONENTS:**

ice rink, team locker rooms, skate rental center, administrative offices, concessions areas, multipurpose room, covered shelter with fire pits

How often is a community ice rink considered “elegant”? More than one judge used that word to enthusiastically describe The Pavilion, a dramatic departure from the metal-shed municipal arena. Even more judges – all seven, in fact – marveled that the facility manages to shatter this decades-old mold while still employing “simple” design. As one judge put it, “The designers resisted every urge to complicate.”

The open-air structure shielding the ice surface features ETFE fabric screens and a sculptural wood-slat ceiling canopy that another judge stated “elevates the space.” A third panelist called The Pavilion a “breathtaking structure that expertly fuses interior and exterior environments.”



**Judges’ Comments:**

“Extraordinary clarity to the design idea! Very well-crafted and edited. Simple, clean and powerful – a space you want to be in!”  
– David Sorg

“The facility’s thoughtful detailing and simple material palette create a beautiful piece of architecture. The building sings!”  
– Kalman Nagy

“Powerful and poetic – the contrast of the warm of the wood roof plane and the cool of the ice sheet creates a tangible and memorable experience for users.”  
– Troy Sherrard





## UNIVERSITY OF BRITISH COLUMBIA AQUATIC CENTRE VANCOUVER, B.C.



[Photos by Ema Peter]



### DESIGN ARCHITECT:

MJMA  
Toronto, Ont.

### ASSOCIATE ARCHITECT:

Acton Ostry Architects  
Vancouver, B.C.

**COST:** \$33 million (Canadian)

**SQUARE FOOTAGE:** 86,000

### MAJOR FACILITY COMPONENTS:

10-lane by 51-meter competition pool with 1-meter bulkhead, 25-meter lap pool with 1- and 3-meter springboard diving, leisure pool, hydrotherapy pool, current channel, spray features, hot tub, sauna, steam room, change rooms, spectator galleries

**SUPPLIERS:** Spectrum Aquatics: diving boards, ladders/grab bars

The University of British Columbia Aquatic Centre illustrates that a natatorium – even one that includes recreational attractions – need not be aesthetically splashy to be beautiful. Judges agreed that the facility's combination of white walls and natural light places the focus where it belongs: on the water. Stated one panelist, "The building is almost unnoticed as your eye is drawn to the water and activity."

And there's plenty of water in this aquatic hall, which makes room for both competitive and leisure amenities under one roof. "Clear and powerful building organization," noted another judge. "An innovative structural solution that allows natural light into the primary pool areas. The interior is where the project truly sings. Elegant and beautiful." Yet another likened the "the sculptural quality of natural daylighting and the folded white roof form" to "swimming under a cloud."



### Judges' Comments:

"It's a beautiful example of a simple plan that allows designers to maximize the impact of interior spaces."  
– Clint Menefee

"The use of white throughout allows the water and swimmers to be the color and energy in the space."  
– Lynn Reda

"Extraordinarily careful integration of mechanical and electrical systems, and the minimalist, white interior palette allows the blue hue of the pools to be the primary color and the main performer of the natatorium. The restraint of this project creates a white sculptural canvas where the art of swimming is celebrated."  
– David Sorg





CONESTOGA COLLEGE STUDENT RECREATION CENTRE  
RENOVATION & ADDITION  
KITCHENER, ONT.

[Photos by Shai Gill]



**ARCHITECT OF RECORD:**

MJMA  
Toronto, Ont.

**COST:** \$17.8 million (Canadian)

**SQUARE FOOTAGE:** 126,950

**MAJOR FACILITY**

**COMPONENTS:** three-court gymnasium with track, student commons, student rooms, classrooms, therapy rooms, wellness center, fitness center, multipurpose studios, exterior plaza

Updating an existing campus facility is never trivial, but designers of the Conestoga College Student Recreation Centre’s renovation drew widespread praise from the panel for their deft approach. “A very elegant and restrained response – both inside and out – to the existing buildings,” one judge stated. “A great example of how to breathe new life into a dated facility. The design solution is timeless and powerful.”

An emphasis on sustainability began on a large scale by salvaging an existing arena shell, then followed through to such details as natural lighting, LED lighting and fritted glazing that controls solar heat gain. A new addition’s exterior features a bioswale and a green-roofed canopy. Said another panelist, “This is a great story of challenging the client’s assumptions through sustainability and then carefully crafting a seamless transition of new and old.”



**Judges’ Comments:**

“Brilliant, confident approach to the new entry and activity center. The cantilevered mass was flawlessly executed.”  
– Keith Russeau

“The fitness bar is designed with beautiful restraint, resulting in a simple lantern that addresses the campus and puts fitness on display. Good use of existing facilities while still delivering a transformative project.”  
– Kalman Nagy

“Authentic, inspiring and timeless. Tremendous adaptive reuse and expansion, creating wonderful light-filled recreation environments.”  
– Troy Sherrard

**MERRIMACK VALLEY YMCA  
ANDOVER/NORTH ANDOVER BRANCH EXPANSION  
ANDOVER, MASS.**



[Photos © Robert Benson]



**ARCHITECT OF RECORD:**

Sasaki Associates Inc.  
Watertown, Mass.

**COST:** \$19.2 million

**SQUARE FOOTAGE:** 109,000

**MAJOR FACILITY**

**COMPONENTS:** three pools, basketball court, fitness area, active living center for older adults, childcare area, administration space

**D**esigners were tasked to update a 1960s-era YMCA, ultimately doubling its size – all on a limited budget. Their efforts did not go unrewarded. “An impressive transformation for a project restrained by cost,” noted one judge.

Panelists were particularly drawn to the facility’s new two-story glass facade. When standing at the front of the building, visitors can see through its entire depth to trees beyond. This connection to the outdoors continues once inside, as skylights illuminate a central atrium. “The Merrimack Valley YMCA is a great example of the power of transparency as a way to connect users to the community and connect the community to the Y’s mission,” stated another judge. “The centrally located vertical circulation and seating area and the transparent facade serve as powerful tools to visually and spatially bring the community together.”



**Judges’ Comments:**

“Simple but powerful response to the design challenge. The design team got a lot out of a tight budget and created a handsome design solution.”  
– Stephen Sefton

“The project demonstrates a clear and simple approach that is beautifully executed. The elegant balance between exposed systems and polish is particularly well-done.”  
– Clint Menefee

“Strategically placed additions and facade upgrades give this facility a whole new image. An impactful and cost-effective solution.”  
– Troy Sherrard





U.S. BANK STADIUM  
MINNEAPOLIS, MINN.

[Photos by Joe Aker/Aker Photography and Corey Gaffer]



**ARCHITECT OF RECORD:**

HKS Inc.  
Dallas, Texas

**ASSOCIATE ARCHITECT:**

Lawal Scott Erickson Architects Inc.  
Minneapolis, Minn.

**COST:** \$1.1 billion

**SEATING CAPACITY:** 66,200

**MAJOR FACILITY**

**COMPONENTS:** 137,000-square-foot stadium floor, transparent ETFE roof, world's largest pivoting glass doors, 9,300 club seats, six club spaces

Few professional stadiums embody the spirit of their primary tenant more than U.S. Bank Stadium. From its jutting ship's-prow exterior presence to its purple seating, the home of the Minnesota Vikings wowed judges with its unique forms and innovative solutions to challenges posed by the northern Midwest fall and winter. In addition to abundant exterior glass, the stadium is roofed with transparent ETFE panels that allow natural daylight into the interior while keeping snow at bay.

One judge commented, "I applaud the in-depth study on the form and massing that maximized southern exposures, addressing issues such as snow melting and snow storage – musts in the harsh Minneapolis climate," while another added, "Beyond the aesthetics, I applaud the transparency into and out of the complex, truly embracing its urban setting."



**Judges' Comments:**

"Monumental, striking and memorable. The sheer scale of this powerful abstract Viking form is impressive and bigger than life. Hard not to be consumed by all this facility has to offer the fan experience on game day."  
– Troy Sherrard

"Dramatic design derived from a concept connecting the history of the Vikings and Nordic design to a bold and aggressive modern facility."  
– Kalman Nagy

"Creative seating bowl and long-span solution. I appreciate the fresh approach to the building type. A bold form that derives from the local climate and Viking precedents."  
– Stephen Sefton



## KLING ATHLETIC CENTER ADDITION DICKENSON COLLEGE

CARLISLE, PA.



[Photos by Scott Frances]



### ARCHITECT OF RECORD:

CannonDesign  
New York, N.Y.

**COST:** \$12.3 million

**SQUARE FOOTAGE:** 29,000

### MAJOR FACILITY

**COMPONENTS:** competition and training spaces, fitness testing, squash complex, café and juice bar, study spaces, outdoor basketball court, outdoor yoga area, exterior plaza

This project not only adds new amenities to Dickinson's 1980s-era Kline Athletic Center, it provides a whole new face for the college's athletics and recreation programs. Judges paid particular attention to the project's detailing. "The covered outdoor yoga space with the wood decking and brise soleil sunscreen create an unexpected opportunity to enjoy the outdoors," noted one judge.

Kline Center's ability to visibly fit within its site context inspired one judge to call the project "a thoughtful response to campus and existing buildings that grounds the new addition. Excellent use of natural light helps organize the facility. The curtain wall and sun screening design is well-crafted and attractive."



### Judges' Comments:

"Exceptional detailing, and the inclusion of an exterior exercise space was very thoughtful."

— Lynn Reda

"Phenomenal attention to detail. The simplest moments flawlessly executed."

— Keith Russeau

"Striking outdoor yoga space is a unique and creative way to engage in alternative fitness programs."

— Troy Sherrard



MEADOWVALE COMMUNITY CENTRE AND LIBRARY  
MISSISSAUGA, ONT.

[Photos by Lisa Logan and Rodrigo Chavez]



**ARCHITECT OF RECORD:**

Perkins+Will  
Toronto, Ont.

**COST:** \$29.6 million (Canadian)

**SQUARE FOOTAGE:** 87,300

**MAJOR FACILITY COMPONENTS:**

pool, therapy pools, gymnasium, fitness center, multipurpose spaces, library

**H**ow a facility relates to its site is an important consideration in any new construction project, and here is where the Meadowvale Community Centre and Library won over judges. Set into the existing landscape, the building is designed as a series of terraces on multiple levels, creating indoor-outdoor rooms that relate to a nearby park.

One judge characterized the design solution as “sophisticated yet restrained.” Another called the project’s strong civic presence “monumental and modern,” adding, “The straightforward building/site organization of stepping terraces creates many opportunities for engaging outdoor spaces and social plazas, as well as opens all spaces to natural light.”



**Judges’ Comments:**

“A work of art balancing vibrancy with natural and soothing materials.

Creative use of the site to create a meaningful indoor and outdoor connection.”

– Kalman Nagy

“Well-crafted solution of building in concert with a challenging yet opportunistic site.”

– Keith Russeau

“This is a beautifully simple diagram that is executed by clean detailing and pops of color where needed.”

– Clint Menefee



## GREAT PLAINS RECREATION FACILITY

CALGARY, ALB.

[Photos by Shai Gill]

**DESIGN ARCHITECT:**

MJMA  
Toronto, Ont.

**ASSOCIATE ARCHITECT:**

MTA  
Calgary, Alb.

**COST:** \$24.75 million (Canadian)**SQUARE FOOTAGE:** 80,000**MAJOR FACILITY**

**COMPONENTS:** multipurpose ice rinks, central social space, change rooms

**M**aking one of the boldest exterior statements among this year's winners – with a glowing orange facade that beckons visitors as would a hearth or winter sunset – the Great Plains Recreation Facility flips the typical narrative of a twin-pad ice arena. Change rooms are located along the building's perimeter, freeing the area between the ice sheets to serve as a skylit social gathering space.

"Creative, playful and unique," stated one panelist. "The central social viewing space created by inverting the typical rink-planning layout offers great value and inward-focused visibility and energy, which works well at this site location." Added another, "The building has a clear organization and an exceptional level of transparency and connection, both to internal and external spaces."

**Judges' Comments:**

"This is an elegantly designed and well-crafted project that focuses on what is important and conceals what is not."  
– Clint Menefee

"The connectivity to ice, coupled with natural light from above, creates a vibrant social center in the facility."  
– Lynn Reda

"Purposeful use of color adds warmth and vitality to the orange glass entrance."  
– David Sorg



**ROBERTS PAVILION**  
**CLAREMONT MCKENNA COLLEGE**  
 CLAREMONT, CALIF.

[Photos by Fotoworks/Benny Chan]

**ARCHITECT OF RECORD:**

John Friedman Alice Kimm Architects  
Los Angeles, Calif.

**COST:** \$52 million**SQUARE FOOTAGE:** 144,000**MAJOR FACILITY**

**COMPONENTS:** 2,000-seat area,  
gymnasium, fitness center, workout  
studios, sports medicine facility, team  
rooms, athletic department offices

**SUPPLIERS:**

Life Fitness: fitness equipment  
Spectrum Aquatics: ladders/grab bars

Panelists lauded the visual relationships established between the Roberts Pavilion's interior and exterior designs, facilitating transparency and natural illumination among diverse activity areas organized around a three-story arena. The exterior responds to existing site conditions by extending and retreating strategically in the interest of energy savings and overall sustainability, prompting one judge to call the project "sculptural, smart and engaging."

"The exterior skin responding to the interior program's relationship to the sun and views is dramatic and creates a stunning interior environment," the same judge continued. "A tremendous example of a well-organized plan in a shared-use facility."

**Judges' Comments:**

"The design concept successfully carries through from the exterior to the interior. A compact and efficient plan is maximized with an expressive facade, interior forms and skylights that deliver light deep into the building." — Kalman Nagy

"Interesting solution of window orientation to provide natural light as much as possible without impacting energy use. Fantastic interior space!" — Lynn Reda

"Really cool and dynamic building! The main lobby interior is striking and full of natural light. The building program configuration and connection to the exterior is exceptional. This is a place you want to exercise and spend time in." — Stephen Sefton





## AQUA SPORTS & SPA

SETAGAYA-KU, TOKYO, JAPAN

[Photos by Kunihiko Ishijima]



**DESIGN ARCHITECT:**  
COE Architecture International  
Los Angeles, Calif.

**EXECUTIVE ARCHITECT & BUILDER:**  
Tokyu Construction Company  
Shibuya-ku, Tokyo, Japan

**COST:** \$20 million

**SQUARE FOOTAGE:** 80,000

**MAJOR FACILITY COMPONENTS:**  
pools, workout spaces, member lounge

**SUPPLIERS**  
Life Fitness: fitness equipment

Judges used words like “refreshing,” “peaceful,” “simple” and “elegant” to describe Aqua Sports & Spa, which incorporates modern workout facilities and welcoming lounge areas without sacrificing the meditative quality users seek in a traditional Japanese bathhouse. Sports and social spaces are separated and scaled accordingly. Abundant windows provide breathtaking views of the tranquil exterior and bamboo grove, while the water volumes – oriented to reflect adjacent cityscapes – are designed to appear mirage-like.

Said one judge, “A clear and simple floor plan and massing, and minimal materials, result in a beautiful, elegant design solution. The rigor in the execution should be applauded.”



### Judges' Comments:

“Quality spaces to exercise, swim and lose oneself from the fast-paced world.”

– Troy Sherrard

“A simple and restrained site solution, architecturally responsive to surrounding context in scale and materiality. Subtle interplay of interior materials elevates the facility.”

– Stephen Sefton

“The exterior design is simple and evokes a peacefulness that is associated with a soothing spa. Simplicity is difficult to achieve. Mission accomplished.”

– Kalman Nagy



# Child's play: The rise of the club mega-tournament

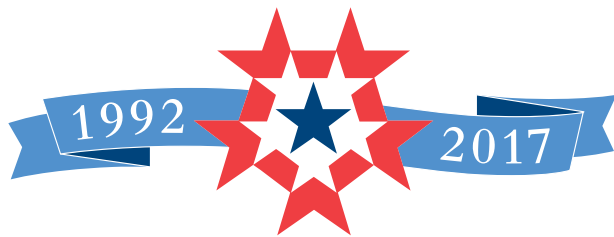


LakePoint Sports Complex in Emerson, GA.  
[Image courtesy of LakePoint]

**By Andy Berg**

**Used to be your average weekend youth baseball or soccer tournament was played within miles of home**, usually among teams from nearby communities. To paint it Rockwellian, Mom and Dad brought lawn chairs and a cooler packed with lunch. Grandma and Grandpa came if the weather was nice. Team entry fees were minimal and the local umps or referees got the call right most of the time.





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These low-key events still exist, but increasingly parents are choosing more competitive leagues for their kids – leagues in which the goal is moving to the next level of competition, and tournaments look quite different than quaint gatherings at the local park.

To say that the advent of club leagues has brought change to youth sports in the United States is an understatement. Today's youth tournaments are high-octane, multi-day events, oftentimes requiring airfare to reach destinations that feature professional-grade venues. College, and in some cases, professional scouts are on hand to survey the talent, and onsite full-service restaurants replace hotdogs and sno-cones from a concessions stand.

## The 'in' club

Al Kidd, president and CEO of the National Association of Sports Commissions, says that the changes happening in youth sports really find their roots in the way public schools have reduced emphasis on physical education. "In California, for instance, kids who go out for sports don't even have to take PE," Kidd says, noting that K-12 physical education used to be required and often involved a sampling of sports, from ice skating to wrestling. "There was kind of a natural exposure through the public schools to all the sports," Kidd says. "Now you have these sports that are struggling to just get bodies."

The vacuum left by physical education's disappearance, however, has been handily filled by the European club model, which amounts to a privatization of youth sports. "There was this genre of boomers who just felt that their kids weren't being educated and trained in sports in school, so they decided that Little League isn't working, and the school basketball league's not working," Kidd says. "So, I'm going to take my little Johnny, who's a star, and we'll get out there and we'll start this tournament travel program."

A 2016 report from the Sports and Fitness Industry Association indicates that millennials – the children of boomers – drove the move to club sports. When compared to sports and fitness participants across age groups, the study found that 34 percent of millennials spent money on team sports outside of school. That's compared to 25 percent of all participants included in the report.

The shift toward club sports has meant dollar signs for some communities, as tournaments that host hundreds of teams become revenue-generating machines. Not only has this new circuit of travelling teams and mega-tournaments fostered a higher level of competition, it's also spurred the building of new facilities. "Now you're seeing this plethora of facilities, and they're cropping up everywhere," says Kidd, positing that youth sports represent small economies of their own. "One, you have jobs, and two, you have development, which means big numbers."

Kidd notes that even city governments are not blind to the opportunity inherent in hosting a premier youth sports event. "People are trying to get their fair share," he says. "Even administrators

**"Families are planning their vacations around their kids' sports activity. That's when you really want to be selective, because this may be your only big vacation of the summer."**

of cities and the politicians look at it now and say, 'Hey, this is a land grab. Let's see if we can generate some more tax revenue.'"

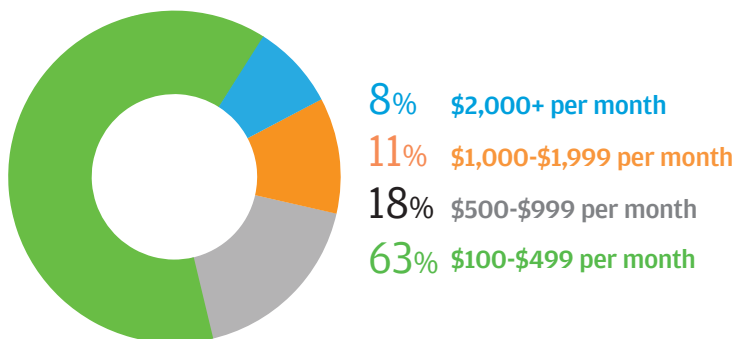
## Economic kick

The Jefferson Cup is the kind of event any city would covet. Now in its 37th year and hosted by the Richmond Strikers of Richmond, Va., the "Jeff Cup," as it's come to be known, is one of the top five youth soccer tournaments in the country in terms of participation. Boasting some of the best natural grass field complexes around, as well as a total of 32 synthetic turf fields, the tournament draws droves of soccer families to local hotels and restaurants. Two of the event weekends are boys' and girls' showcases that attract hundreds of college scouts from schools all over the country.

"The top-level teams are looking for the level of competition, the quality of venues and really, how it's run," says director of tournaments for the Jefferson Cup, Steve D'Adamo, when asked what teams are looking for in an event. "Our goal is to really create competitive games at great venues."

D'Adamo credits a number of factors for driving

## AMERICAN FAMILIES' MONTHLY EXPENDITURES ON YOUTH SPORTS, PER CHILD



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[Source: A 2016 TD Ameritrade Survey of 1,001 American parents of children of all ages.]



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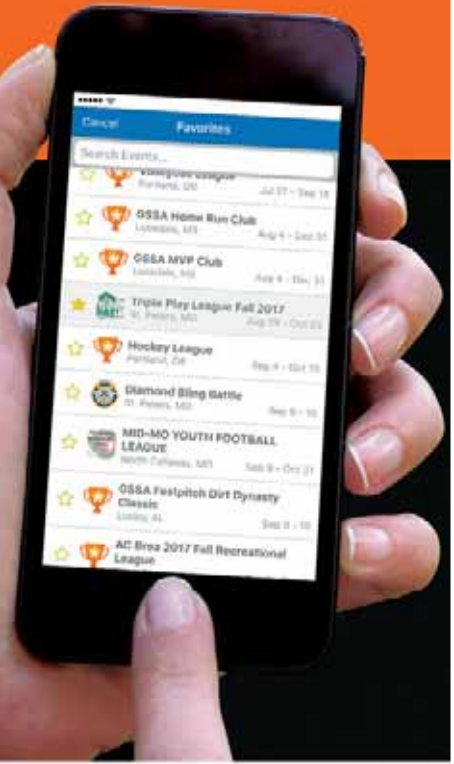
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the boom in youth sports tourism, from the proliferation of sports coverage that came with the advent of ESPN to the younger age of today's serious athletes. "There are just so many people being committed at a younger age," D'Adamo says. "You get a lot more serious and competitive youth teams."

Acknowledging the increasing competition in the tournament market, D'Adamo says the Jefferson Cup's success is largely due to good collaboration with the counties in which games are played, which has led to support for enhancing facilities. "You're always limited with events through hotels and playing spaces — in our case, soccer fields," he says. "We've been fortunate in Richmond to have a significant number of complexes developed over the past 10 years or so that have allowed us to have a tournament environment with multiple multi-field complexes."

A combination of high-quality turf and natural grass fields ensures that games can be played regardless of weather — a must when teams are travelling long distances. Likewise, a smoothly run, reliable operation is key to competing for team dollars from as far away as the West Coast. D'Adamo figures there are between five and 10 highly competitive, nationally known tournaments. He says most premier club teams are going to pick two or three of those to attend over the course of the year. "A West Coast team isn't going to come out East for two or three tournaments. They're going to come out for one. Whether they come out in November for the Disney Showcase, or they come out in March for the Jefferson Cup, that can represent competition for us."

A climbing wall at Spooky Nook Sports keeps visitors busy between events. [Photo courtesy of Spooky Nook Sports]



## Whistles and bells

The decisions made by a sport's organizing associations undoubtedly affect the success of its tournaments, but the sports tourism trend has made other factors a concern. Mega-tournaments are increasingly focused on the value-add. Location selection for today's tournaments goes way beyond the quality of the venue's playing surfaces, or whether it can handle a certain number of games.

"It's kind of like when cities bid for the Super Bowl, but obviously on a much smaller scale," says Michael Grade, senior vice president of sports operations for LakePoint Sporting Community, which bills itself as the "Premier Sports Vacation Destination."

The fact that LakePoint is just 35 miles north of

downtown Atlanta is no small thing. "If it's someone who's looking to bring an event to a city, and they're judging whether to bring that event to Atlanta versus A, B, C, D, E, they're looking at a number of things," notes Grade. "What is there to do in that city? How easy is it to get to that city? How far a drive is the tournament for a weekend trip?"

Tournament goers at LakePoint may not even need to venture into nearby Atlanta. Aside from the complex's sporting venues — eight baseball fields, three multipurpose fields, 10 beach volleyball courts, three cable wakeboarding pools, a 170,000-square-foot indoor facility with 12 basketball courts that convert to 24 volleyball courts — LakePoint also features three on-site hotels, four dining options and an entertainment venue called LakePoint Station.

Overkill? Not so much, according to Grade. "People are getting more and more sophisticated in how they pick a tournament. In the summer, when the kids are out of school, tournaments that are typically a three- or four-day event might turn into a six- or seven-day event. A family wants to be sure that when there's downtime, there are things to do close by — there are restaurants, movies, good venues. "

Lyndsay Warner, director of event services at Spooky Nook Sports in Manheim, Pa., agrees that families and teams are approaching tournament selection in an entirely new way. "One of our biggest selling points with these tournament directors and families is that an entire family can come here and kind of make a vacation out of having to play in a tournament all weekend long," says Warner. "Now the siblings of the athlete can also come along and we have things for them to do. Whereas, if you're just in a high school gymnasium or at a convention center, they don't have that aspect, so it's not so much fun for the entire family. Mom and dad are at home drawing straws to see who gets to go to Jimmy's game this weekend."

The price of participating in these tournaments is not trivial, and families are increasingly putting youth sports at the top of their financial priorities. When you factor in tournament fees, equipment, lodging, airfare and meals, a family of four can spend in excess of \$2,000 on a single weekend tournament. "Families are planning their vacations around their kids' sports activity," Grade says. "That's when you really want to be selective, because this may be your only big vacation of the summer."

There's no assurance that the tournament-hosting business will remain one big annual holiday for organizers, however. With Major League Soccer taking off in the United States, one might think the Jefferson Cup is guaranteed a long and prosperous future. D'Adamo remains cautious, noting that soccer here is still experiencing growing pains. "The sports environment is ever-changing. You can never take the success of an event for granted," he admits, pointing to such unknowns as the National Soccer Club Association's push toward consolidation. "Over the past few years, there's been a trend toward larger clubs, larger leagues, to kind of merge all this stuff together to get more of a unified front. Things will have to change." 📍



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# LEDs are here to stay: What you need to know

By Andy Berg

**It's a typical summer morning in Granville, Ohio.** Temperatures hover in the low 80s, and humidity is pegged in the 70 to 80 percent range. Chris Crume, director of the Trumbull Aquatics Center at Denison University, is glad there are no scheduled events for the day. "Right now, we have a standard lighting setup. We use metal halide," Crume says. "It takes about 20 minutes for them to come up. They produce great light, don't get me wrong, but if we have a power outage – we're expecting some storms here today – we're 20 minutes down after the power comes back on."

Waiting 10 or 20 minutes for a system to turn on is just one of numerous reasons that many indoor athletics venues are choosing LED technology over solutions such as metal halide lamps. Far from a trend, the move to LED appears to be a groundswell in how athletics facility operators think about lighting. Here are several reasons why:





## Cost

A crucial component in any facility, lighting carries significant up-front costs, as well as the expense associated with operating those fixtures on a daily basis. Depending on the size of a facility, annual energy costs for a lighting system can run in the tens of thousands of dollars.

Gary Yurich, president of Best Lights, says that LEDs are no longer cost-prohibitive. In fact, he's frustrated that many facilities operators are lagging on making the switch to a more efficient technology that has the potential for marked cost savings.

"It's an absolute no-risk investment," Yurich says. "If you invested \$60,000 into your lights, and you were getting \$20,000 back per year from the electrical savings, in three years you'd have your \$60,000 back, and each year after that, you'd be putting \$20,000 back in your pocket."

To make his case, Yurich presents the example of Huron Valley Tennis in Ann Arbor, Mich. Before the facility upgraded to LED, it was using 1,080 watts with metal halide lamps. After the installation of LEDs, that number was cut to 522 watts, which in turn slashed the facility's electric bill by 60 percent and doubled the light levels.

Moreover, LEDs maintain 100 percent of their brightness over their lifecycle, which cuts down on replacement costs. "High-intensity discharge lamps depreciate over time, whereas LEDs don't. "An HID light might start off at 100 foot-candles," Yurich says, "but over the course of a few years that same light might lose 40 or 50 percent of its brightness. An LED lamp, on the other hand, will emit the same amount of light over the course of its life."

Yurich says his clients will eventually catch on but bemoans those that are missing out in the near-term, referencing one client that he says could save almost \$2 million over a 10-year period if it switched to LEDs. "People just can't conceive what that might look like. And the rebates that are there from the different utilities – especially out East, where there's one utility that will give you back 70 percent of the installed cost. The paybacks in that case are less than a year."

## Maintenance

The form factor of LED lights alone is enough reason to make the transition worthwhile, says Chris Kastelic, a senior vice president at architecture firm Sink Combs Dethlefs. "When you think about the costs of these giant conventional trussed systems – the lens itself weighs 30 pounds," says Kastelic. "I mean, it feels like you're lifting a solid sheet of plate glass. And the housings, when you take them down, they're two feet by five feet. I think just not having to hold that kind of weight and that kind of infrastructure in the air, that in itself is a huge advantage in my mind."

The size and complexity of conventional lighting systems means hiring specially trained maintenance personnel to check fixtures and install new lamps when necessary. The fact that metal halide lamps have shorter life cycles also means more frequent maintenance, which can add up.

A 2015 paper titled *Evaluating LED Lighting Options for Duke Athletics* found that the Duke University athletic department would need to service and replace HID as they burned out, noting that approximately 10 percent of HID lamps on any given array needed to be replaced annually due to failures – at a rate of \$300 per bulb. The paper posited that given 100 HID lamps, Duke athletics would expect to pay approximately \$3,000 in replacement bulbs per year.

LED manufacturers' warranties played heavily into the Duke analysis, as well. Considering the status of the university's current HID lighting, the paper found that a 10-year warranty on a new LED system would save Duke \$30,000 it would otherwise spend maintaining HID lamps.

## Paradigm shift

The possibilities for LEDs go way beyond efficiency. Their instant-on and remote control capabilities, along with their light weight, make them versatile in ways that conventional lighting simply cannot replicate.

"I think the future is to start getting more creative with those lighting arrays," says Kastelic. "Now you can start doing linear arrays. You can

Lighting in Chautauqua Lake School's natatorium was significantly improved when it upgraded to LED.

[Photo courtesy of SPI Lighting]

A breakdown of Flex Lighting Solutions' conversion of the Washington Redskins' indoor practice facility lighting system from metal halide to LED.

[Data courtesy of Arizon Building Systems]

Fixture Type	Total Fixtures	Watts/Fixture	Total Watts	Annual Energy Consumption (KWH)	Annual Operating Cost	Lamp Changes (10 years)
<b>Metal Halide</b>	112	1,080	120,960	706,406	\$57,077	4.87
<b>LED</b>	112	448	50,176	293,027	\$23,676	0



**Huron Valley Tennis courts before and after transitioning to LED lighting.**  
 [Photo courtesy of Best Lights]

start doing these continuous bands of arrays. LEDs have a better quality of color rendition, they come on instantly, they can be arranged a little differently because they're lighter."

LEDs signal a turning point for Kastelic. In the aquatics space, for instance, he notes that for decades the standard for pools has been to project light indirectly from the perimeter and reflect it off the ceiling down to the water surface. "I think the real question we have as architects and designers in the design process — given the length of life of an LED fixture at 30,000 or 40,000 hours, or 20-plus years — is it time to finally break the golden rule and start putting lights over pools?"

Kastelic admits that's a question that's still up for debate given the dangers of glass falling in water should a lamp somehow break, not to mention the challenge of keeping bright, direct light out of swimmers' eyes.

On balance, however, Kastelic can't help but champion the move to LEDs, and neither can Rick Meyer, vice president of sales and marketing for SPI Lighting. LEDs are now his first suggestion to potential clients for a number of reasons, not the least of which is their versatility. "If someone came to me today and said they need 100 foot-candles in a large pool and can we compare and contrast an LED and a metal halide system, we would strongly advise them now to go LED," he says. "There are so many benefits, from maintaining the system to the quality of light, and they'd be saving 40 percent energy right off the bat."


## Big picture

Trumbull Aquatics Center opened in 2012, just around the time LEDs were starting to see some mainstream traction but still carried a hefty up-front price tag compared to conventional solutions. Had it been built today, Trumbull likely would have been fitted with LEDs. Crume acknowledges the drawbacks of conventional lighting, but adds that it will likely be a few years before Denison upgrades

**"If someone came to me today and said they need 100 foot-candles in a large pool and can we compare and contrast an LED and a metal halide system, we would strongly advise them now to go LED."**

the facility. "We've looked at doing some retrofitting for LEDs, but that's just been a little bit cost-prohibitive at this point, given the young age of our venue. To go and start swapping out light fixtures wholesale right now would probably not be in our best interest."

It's likely Trumbull will move to LEDs sooner rather than later, as utility companies push larger incentives and the cost of operating a legacy system becomes untenable.

LEDs make sense on all levels — not just for individual facilities but for the health of the planet. According to a 2017 Goldman Sachs report — *The Low Carbon Economy* — lighting accounts for 15 to 20 percent of global electricity consumption. The report found that high-performing, long-lasting and increasingly affordable LEDs accounted for 43 percent of the global lighting market at the end of 2016. Already the cheapest lighting option in 2014 in terms of cost per kilowatt hours, LEDs are expected to see a further 38 percent cost decline by 2020. The Goldman Sachs report goes on to conclude that the short lifespan of legacy lamps imply that lighting globally will shift almost exclusively toward LEDs sometime in the 2020s, marking "one of the fastest technology shifts in human history." 



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# Making the most of your aquatic recreation space: How to program like a pro

[Photo courtesy of NDSU]

**By Courtney Cameron**

**Creative programming is key to counterbalancing the costs of operating a successful aquatics facility** – even for college campuses like North Dakota State University, where the aquatics center's building and operation costs come out of student fees. Students who voted in 2013 to build the school's new aquatics center prioritized certain specialty programming – such as indoor scuba diving certification opportunities – as must-haves that made an increase in the cost of attendance worthwhile. Those looking for creative ways to broaden the classes, competitions and just-for-fun features that beckon patrons into an aquatics space will find many products aimed at expanding the patron base – as well as a few minor programming tweaks that can help appeal to a larger audience.





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[Photo courtesy of Spectrum Aquatics]

NDSU's latest addition to its student-funded wellness center is an aquatic center with two distinct spaces – one for competition swimming and one for leisure activities – and programming is in high demand. According to Ryan McMaster, the university's aquatics coordinator, the center often runs dual programming, with louder recreation activities such as water volleyball and basketball going on in one pool, while the other is reserved for lap swim and group exercise classes. McMaster says that students involved in the design of the new facility prioritized a space that promotes inclusivity, even for those who didn't come to swim. To that end, the leisure pool has a section of water approximately six-inches deep with lounge chairs where students can socialize, as well as a hot tub and an on-deck fire pit.

While the leisure end of the NDSU aquatics center is filled with a constant flurry of independent recreation, the lap pool is the site of much planning and comprehensive programming on the part of aquatics staff. In between regular team practices, open lap-swim hours and learn-to-swim classes, the competition side of NDSU aquatics schedules specialty classes such as stand-up paddleboard yoga, floating HIIT classes and scuba diving. Programmers are also offering creative competition events such as intramural Battleship, where students work in teams to paddle canoes with their

hands while trying to sink other team's "ships" using a five-gallon pail.

## **Floats, boats and climbing walls**

When it comes to specialized aquatics equipment, the rec department at NDSU has invested in plastic canoes and a collection of stand-up paddle boards specially designed for indoor use. Both purchases serve highly popular programs that have running wait lists – however, in terms of return-on-investment, McMaster says the center's most popular aquatics program is made possible by the initial facility investment in underwater pool lights. According to McMaster, between 70 and 100 students routinely participate in the center's night swim program, open to students and members on select weeknights from 9 to 10 p.m. The facility switches off all overhead lighting, leaving only the pool lights to illuminate a simple free-swim period.

While the aquatics center at NDSU was built with an adequate budget and an ambitious vision for creative recreation, not all venues have the same luxury. For anyone looking at a simple, rectangular pool facility and wishing there was more to it, there are a number of semi-permanent installation options to add visual and programmatic interest to virtually any aquatic space.



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[Photo courtesy of Recreonics]

One such option comes from Spectrum Aquatics of Missoula, Mont. Spectrum's Kersplash climbing walls come in panels four feet in height and can be stacked up to four panels high. They're also infinitely wide, which allows for a custom climbing challenge that leans out over the pool area so climbers can drop down into water after reaching the top.

According to Chase Taylor, marketing manager at Spectrum Aquatics, the walls are currently designed to be anchored to the pool deck, but the company is investigating ways to make the Kersplash wall removable, to a degree. Taylor says a lot of facilities like the idea of the wall but don't have enough space to install something that could permanently affect competitions or other programming. The new design would make it possible to unbolt the bottom panel and slide the wall to a different area of the pool.

The Kersplash wall's color-coded handholds – which are moveable, enabling facility managers to set new courses and create new challenges – ensure that the wall holds a patron's interest longer than a slide, while at the same time being safer than diving boards. Spectrum is currently invested in a redesign of the wall's handholds, and the company plans to introduce a wider variety of colors and shapes that will increase programming possibilities. "We're developing a style that will challenge kids' hand-eye coordination," he says. The

new handholds can be used to teach young children to recognize colors and shapes, as well as improve their counting skills through games.

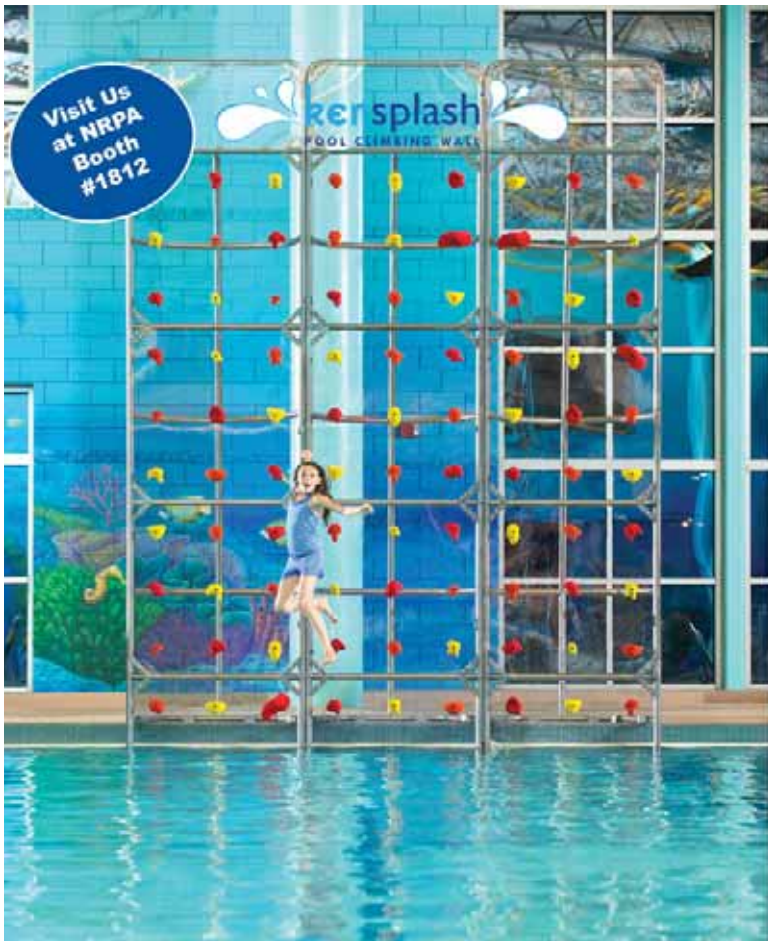
Along with the new handholds, Spectrum hopes to release a new feature in partnership with Colorado Time Systems – a timer connected to a button at the top of the wall so that participants can compete in climbing course speed challenges.

## Extending the challenge

Another cost-effective challenge feature that can be added to an aquatics facility after the design phase is an inflatable obstacle course, such as those manufactured by Recreonics of Louisville, Ky. Inflatable obstacle course modules come in a variety of sizes and shapes, enabling the product to take form in almost any aquatic space. Floating obstacle courses are designed to be inflated using a small electric air pump, and can be attached to the pool using a horizontal anchor that connects the modules to the pool's edge, or a more permanent vertical anchor that connects the structure to pre-installed attachment points on the pool's floor.

While these large-scale challenge features are certainly eye-grabbing, they also represent a financial, space and maintenance commitment. But, there are some low-stakes alternatives. Key





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[Photo courtesy of NDSU]

Log Rolling of Golden Valley, Minn., manufactures a portable, synthetic rolling log that mimics the motion of a natural log in the water and is used in team-building exercises and competitions, as well as in a free-swim recreational context. Log rolling, in which two competitors attempt to spin the other off the log and into the water, has been growing as a sport, with many proponents lobbying to see it in the Olympics. According to Emily Ward, director of sales and program development at Key Log Rolling, the activity has seen increased usage in municipal, campus and military recreation facilities, athletic clubs and in private homes.

Another portable, shallow-water programming tool is available from GlideFIT of Salt Lake City, Utah. Like Key Log Rolling, which took inspiration from an outdoor sport, GlideFIT developed the indoor paddle board after yogis expressed an interest in wanting to bring paddle-board yoga indoors and thus make it more accessible. The contoured boards are roughly 10 by 3 feet, and are now being used for high-intensity interval training, strength and toning, as well as for yoga and Pilates.

According to GlideFIT managing partner Ken Driscoll, the boards are most often sold to YMCAs and private gym locations but are expanding slowly into campus rec. "We get hit up with new markets all the time that we never thought of," Driscoll

says. "We have boards at the National Center for Spinal Research." The floating boards provide a low-impact, unstable surface that is beneficial for core-strengthening exercises, as well as rehab and senior fitness programming.

The programming available to aquatics recreation facility managers is more varied than ever, and getting more use out of pool space is limited only by the imagination. Moreover, patrons can be surveyed as to what programs would prompt them to pay a higher participation fee. At NDSU, the aquatics staff takes advantage of the fact that student-members use the center as a focal point of socializing and recreation to introduce fun, creative elements, giving repeat programs a new face. For example, the university hopes to jazz up intramural Battleship with costumes and build-your-own-paddle contests in coming years.

Aquatics professionals intrigued by these new toys, but at a loss as to what to do with them, need not worry. Many manufacturers of aquatic recreational equipment also produce and distribute programming resources detailing the myriad ways patrons can explore the new features. Such materials can be found online for GlideFIT, Key Log Rolling and Kersplash, along with safety guidelines and maintenance tips for the products. 📞



# The Association of Aquatic Professionals



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# Noise pollution solutions for today's fitness centers

[Photo courtesy of sofSURFACES]

**By Paul Steinbach**

**From plyobox jump training and slam ball sessions** to group exercise classes set to a pounding bass beat, today's most popular workout environments create a lot of noise.

"There's so much energy in these fitness facilities," says Shawn Saathoff, executive vice president and chief consultant for Acoustiblok Inc., a Tampa, Fla.-based manufacturer of sound-attenuating construction materials. "They have a P.A. system with an instructor giving instructions, and they crank it up. That's the whole idea. It's why people go to fitness facilities. But that's what causes all the problems, because you have amplified, dynamic sound in a facility, and that energy is being forced into the building itself."

"Sound is really a complex science, especially within a fitness facility environment," says Chris Chartrand, director of marketing at SofSURFACES, a rubber-flooring manufacturer in Ontario, Canada. "There are many factors."

Sound travels in two basic ways – through the

air and through impact. A building's walls, windows, doors and utility penetrations factor into how freely airborne sound travels from one building space to another, while impact sound is transmitted largely through vibrations in flooring and other connected structural elements. The denser the material, the faster the sound travels.

"It's multiple things that cause the problems," Saathoff says. "Most people – whether it's a fitness facility owner, the franchise company, the architect, the contractor – focus only on one aspect. They all focus on the demising wall, the wall that separates them from their neighbors. The demising wall is 65 percent of the problem. The rest of it comes from all the building's other tie-ins – the front facade of the building, the back of the building, the roof assembly and the concrete slab.



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“You take any fitness facility today, they’re running high-impact classes, dropping free weights onto the floor. CrossFit people are jumping on and off boxes. You’re going to get serious audible structure-borne sound transfer from one space to another.”

They all serve as a sound transmission path.”

The good news about noise is it can be attenuated using certain products now available to fitness facility designers and operators. Here are a few:

## Isolation membrane

Acoustiblok serves as an isolation membrane within walls and other building components. Specifically formulated to meet fire codes in commercial applications, the malleable material comes in 4½-foot-wide sheets measuring a mere eighth of an inch thick so as not to compromise standard depths of window frames and door jams. Customized screws allow the material to be affixed to metal studs in a countersunk fashion, without the screw heads coming in contact with drywall, thus dampening the resonance of the entire wall assembly.

“Drywall rings like porcelain,” Saathoff says. “It gets excited and actually generates sound. When you screw it to a metal stud in a commercial building, the metal stud resonates and the sound goes right to the other side. One side of the wall behaves like a microphone, and the other side behaves like a speaker.”

Acoustiblok dampens the metal and drywall it separates at each stud while hanging loose between studs. “It’s not rigid like drywall or plywood,” Saathoff says. “It’s a viscoelastic polymer, so when it’s excited with acoustical energy, it vibrates internally and diminishes that energy within its own mass. A lot of the airborne sound that would typically resonate off the back of the drywall in the stud bay is reduced.”

The membrane is taped at the seams and sealed around any penetrations in the wall, such as windows and electrical outlets. A wall can be treated on one side of the stud or both. According to Saathoff, one layer elevates the sound-attenuation of a wall from 39 decibels to 53 (a second layer bumps the decibel-attenuation to 57). Loading the stud bay with a ¾-inch thermal insulation product called QuietFiber enhances the system even further. Its density of four pounds per cubic foot is particularly effective at dampening low-frequency sound such as amplified bass beats.

“The big thing with workout facilities that gets overlooked by the build teams most of the time is that they rely on STC, or Sound Transmission Classification, alone,” Saathoff says, referring to the industry rating system applied to airborne sound. “You can’t successfully rely on STC alone when you’re trying to isolate a fitness facility from a neighboring tenant, because fitness facilities radiate wider dynamics, meaning lower frequency and higher frequency, than what the STC criteria is.”

Saathoff explains that an STC test covers a range of 125 to 4,000 hertz, while a workout facility’s speaker system is likely to produce a range of 20 to 20,000 hertz. It can prove particularly problematic when

a fitness provider sets up shop in a strip mall. “For developers and investment firms to lease to a fitness facility and not take these things into consideration, and then blame the fitness facility, is – to put it bluntly – moronic,” Saathoff says. “It’s like asking for disaster.”

Acoustiblok can be installed in existing facilities, but retrofitting entails ripping out drywall during off hours or, worse, while the business tries to operate. It can also be incorporated with existing two-sided walls when a third layer of drywall is built out in accordance with the business’s desired aesthetics. In that scenario, the product is hung behind the new wall as a curtain, or “diaphragmatic absorber,” as Saathoff puts it. This combats what’s known as the “triple-leaf effect,” whereby the middle layer of drywall resonates and energizes both outer walls in opposite directions.

The membrane is applied and functions similarly in ceiling assemblies, particularly if the ceiling is drywall. Drop ceilings, meanwhile, can employ sound-absorbing Acoustiblok ceiling tiles, which can then be backed by loose-laid squares of membrane cut slightly larger than the tiles so as to overlap the drop ceiling’s framework grid.

A self-contained fitness facility (one not located in a strip mall) can incorporate Acoustiblok throughout the building, which can get costly, or only in designated areas that produce a lot of noise, according to Saathoff. A third approach is to isolate spaces, such as administrative offices, as quiet escapes.



## Flooring tile

Rubber flooring is standard treatment for weight rooms where barbells, dumbbells, kettlebells and other heavy workout accessories are likely to be dropped. Moreover, rubber is commonly placed underneath selectorized weight machines and cardio equipment. In all cases, rubber will help dampen some unwanted sound transmitted through flooring to other areas of the building.

That said, rubber flooring manufacturers have invested in research and development to heighten the sound-attenuating performance of their products.

“Where flooring comes into play is impact sound,” says soFSURFACE’s Chartrand, whose company introduced a product called duraSOUND last year for the sole purpose of mitigating noise more effectively in workout areas. “You take any fitness facility today, they’re running high-impact classes, dropping free weights onto the floor. CrossFit people are jumping

Hollow stanchions are key to duraSOUND’s ability to attenuate sound transfer through a building’s floor.

[Photos courtesy of soFSURFACES]





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“Olympic lifting has become incredibly popular. When people drop weights while they’re doing Olympic lifts inside the gym, you have the problems of the vibration and sound transferred through the building.”

on and off boxes. You have eight guys doing that, and you’re going to get serious audible structure-borne sound transfer from one space to another.”

Whereas most rubber fitness flooring is a half-inch to three-quarters of an inch thick, duraSOUND comes with profiles measuring 2 inches or 2¾ inches. The 2-foot-square locking tiles, described by Chartrand as “a fitness tile with more structure and layered mass than a standard fitness tile,” can be installed wall to wall or underneath specific pieces of equipment.

Even the company’s own standard fitness flooring – the quarter-inch-thick duraTRAIN – doesn’t stack up by comparison. While the duraTRAIN tile is raised off the floor slightly by a solid-core stanchion, “the duraSOUND stanchion has a hollow core, so essentially you get more of an air gasket between the surfacing system and the actual concrete surface,” Chartrand says.

To see exactly how well the enhanced design works, sofSURFACES commissioned Riverbank Acoustical Laboratories in Geneva, Ill., to test duraSOUND using different weights dropped from different heights. When a 25-pound weight is dropped on the 2-inch-thick variety, the flooring reduces noise by 34.4 decibels from a drop height of 36 inches (compared to a bare 6-inch-thick concrete slab) and by 30.8 decibels from a drop height of 60 inches. When a 55-pound weight was dropped from those same two heights, the 2-inch duraSOUND’s noise reduction was 31.6 and 26.6 decibels, respectively.

The thicker 2¾-inch tiles fared even better, with a 39.6-decibel reduction when 25 pounds was dropped from 36 inches, and a 38.4-decibel reduction from 60 inches. The 55-pound drop saw reductions of 40.7 and 35.6, respectively.

“If you have six-inch concrete floors within the building, every time you add layered mass, you’re going to help mitigate sound,” Chartrand says. “But it’s how far you’re willing to go to really improve the level of insulation.”

## Weight platform

Facility operators can go further than flooring. Another layer of sound-reduction takes the form of the modern weight platform.

“We’ve seen a shift in what people are doing at the gym. Olympic lifting has become incredibly popular,” says Rickard Blomberg, who manages the North American operations of Eleiko, a Swedish manufacturer of Olympic bars, plates and platforms. “When people drop weights while they’re doing Olympic lifts inside the gym, they annoy other members, because it gets very loud, and obviously you have the problems of the vibration and sound transferred through the building. It’s a tricky thing to solve, really. We looked specifically at a weightlifting platform and tried to see what we could do.”

Rubber alone in a platform’s impact zone is insufficient, Blomberg says. “Rubber might absorb the sound and vibration, but then you have the issue of bounce. Obviously, when you’re dropping weights from overhead and they bounce up to chest height, that can be incredibly dangerous. It’s not a solution that will work.”

The Eleiko SVR Platform measures slightly more than four inches thick and is raised off the floor on corner pedestals. The system’s impact zone features four layers: a rubber top layer, a layer of bonded foam and two layers of what the company calls ARP 220. “It basically functions like memory foam in a Tempurpedic mattress,” Blomberg says of ARP 220. “It’s going to take up that original shock, but when you release it, it’s going to come back to its original shape.”

Eighteen months in development, the SRV Platform was introduced this March at IHRSA 2017 in Los Angeles. Though testing results quantifying its ability to attenuate noise were not available as of this writing, the product has already been adopted by major fitness franchises, including 24 Hour Fitness, Life Time Fitness, New York Sports Clubs, Equinox and Gold’s Gym, according to Blomberg. “They’ve all had this issue, and there hasn’t been a good solution,” he says. “With years of knowledge in the weightlifting industry, we said, ‘Let’s solve this,’ and the product we have now is very well received. Functional training and Olympic lifting are such incredibly interesting trends, and we’re happy to be part of that.”



No one product alone can entirely solve the complicated sound issue. Blomberg most often sees the SRV Platform installed in concert with wall-to-wall rubber flooring. Acoustiblok needs flooring to complement its own effectiveness, according to Saathoff. “The one wall is not the solution,” he says. “It’s part of it. It’s the foundation for the solution, but treating the whole envelope of the studio is the way to do it properly.”

“The most appropriate approach to mitigating sound in a fitness facility is to factor both airborne and structure-borne noise,” says Chartrand. “You can’t have one without the other. Your floor is only going to give you so much, because noise and vibration will transfer in all directions wherever possible – under doors, through windows and through any types of errors or leaks. That sound will invade adjacent spaces if it’s not sealed up appropriately.”

Eleiko’s SRV Platform is raised off the floor and features layered impact zones designed to mitigate noise associated with dropped weight during Olympic lifts. [Photos courtesy of Eleiko]



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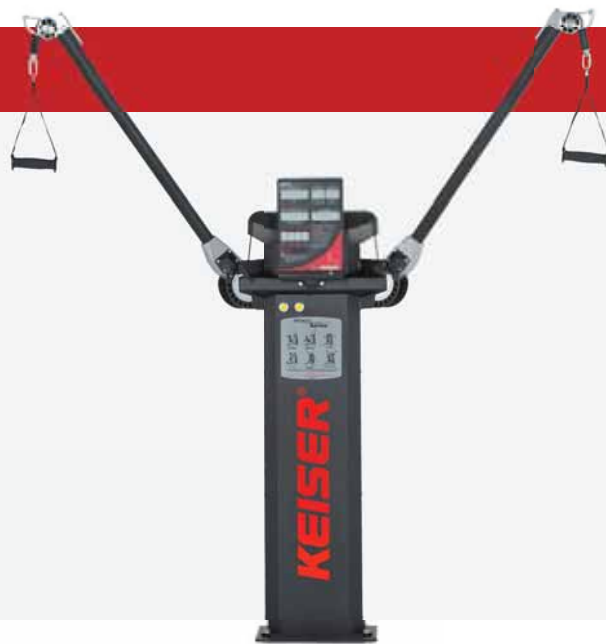
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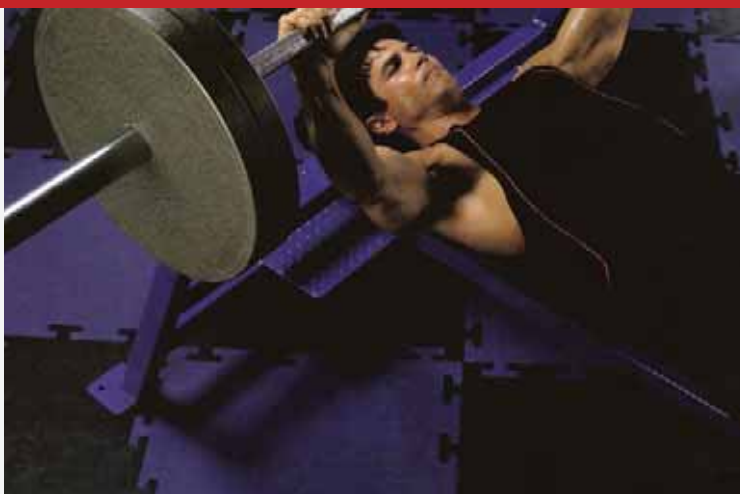
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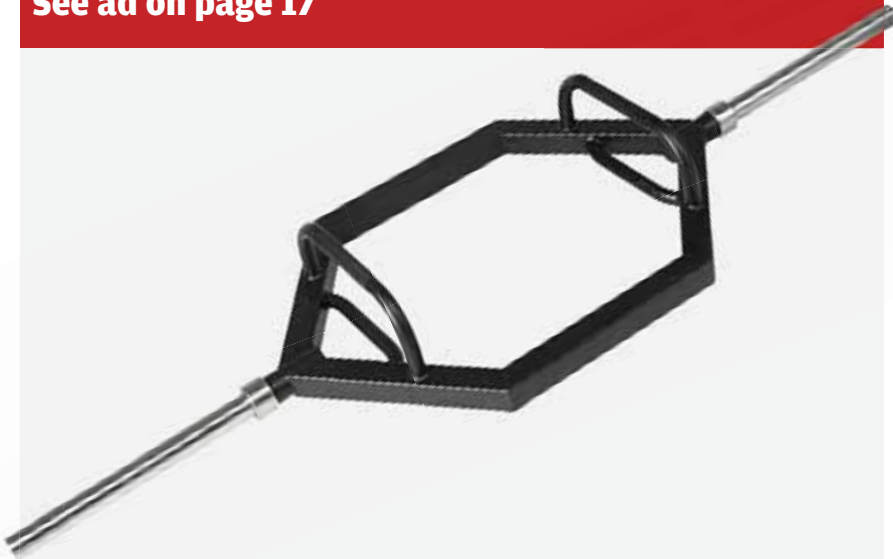
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Ultimate RB™ rolled rubber offers superior durability and is suitable for indoor applications that require resilience, sound absorption, spike resistance and traction. It features a dense rubber construction that provides excellent, high-impact durability and superior slip-resistance in wet or dry conditions. The product also combines anti-fatigue and ergonomic comfort properties with very low maintenance. Containing up to 93 percent recycled rubber, Ultimate RB rolled rubber is held in high regard as a “green” resilient flooring choice.

[www.ultimaterb.com](http://www.ultimaterb.com)  
(503) 472-4691

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## Technogym

Technogym's SKILLMILL offers a premiere athletic performance training solution as the first non-motorized product combining power, speed, stamina and agility training. MULTIDRIVE technology allows for seamless transitions between resistance levels to increase metabolic rates for maximum muscle activation. With Technogym's MYWELLNESS app, users can access training programs and tools to monitor and track their results, while the ergonomic design ensures full safety while performing exercises varying from sprints to all-out sled pushes.

[www.technogym.com](http://www.technogym.com)  
(800) 804-0952





See ad on page 11

## Torque Fitness

TANK by Torque Fitness is a versatile sled that delivers an ongoing challenge and constant progress. Designed for ultimate group training and performance workouts, TANK can be used on any surface, through dozens of real-world movements. Thanks to TANK's magnetic brake engineering, the faster you push it, the more difficult it gets, so user's workouts never plateau.

[www.torquefitness.com](http://www.torquefitness.com)  
(763) 754-7533



## York Barbell

The York Half Rack is a commercial-quality half rack made for strength training in school weight rooms and commercial gyms. It makes a great centerpiece for all main building block barbell exercises geared toward adding size and strength. Its simple design, clean lines and space-saving footprint are key factors in making it York Barbell's top-selling piece of equipment. This commercial-grade rack can be expanded with a multitude of attachments.

[www.yorkbarbell.com](http://www.yorkbarbell.com)  
(800) 358-9675

See ad on page 27

## TRUE Fitness

The Composite Motion® Technology series from TRUE Fitness includes the Full-Body Press, Glute Press and Ab Crunch/Back Row. The Full Body Press (pictured) replaces numerous upper and lower body exercises – all in one fluid movement. Each machine fits users of all sizes with minimal adjustments and features maintenance-free, heavy-duty construction. Unlike standard plate-loaded equipment that tends to focus on one exercise and muscle group, the patented Composite Motion Technology integrates full-body movements with controlled movement patterns for a more effective and efficient workout experience.

[www.truefitness.com](http://www.truefitness.com)  
(800) 426-6570



## ZIVA

To celebrate the international success of the HIIT-inspired XP Series, ZIVA has launched a new collection of multi-station rigs designed for high-traffic training environments such as colleges, universities and high schools. The ZIVA XP PLUS rig adds onto existing XP offerings such as the XP Power Rack. Fully accessorized and designed with a clear industrial reference in mind, the XP Power Rack features stylish laser-cut holes and numbers that seamlessly integrate within the powder-finished metallic structure. The ZIVA XP is a high-quality solution for fitness environments that prioritize output and functionality.

[www.zivalife.com](http://www.zivalife.com)  
(614) 379-3388

# HOW **AB SHOW** CAN HELP YOU STAY SHARP AND GET AHEAD



[Photos by Nicole Bell]

By Jason Scott

**Competition is fierce, whether your career in athletics, fitness or recreation** takes you on the field or not. You need to stay sharp to stay ahead, and there's no better place to hone your gameplan than at AB Show 2017, Nov. 8-11, in Orlando, Fla. Wherever you are on your professional path, AB Show has something to offer. Here's a sneak peek at what to expect from this year's event:

## **UNRIVALED EDUCATION**

AB Show features industry thought leaders who present tools and solutions you can take away and apply immediately. You'll find ideas to help jumpstart your facility, your programming and your staff.

Sessions cover a broad range of topics – everything from the nitty gritty of facility management, programming, operations and security to broader lessons on leadership. Any industry professional can find a beneficial session, whether your job involves dealing with customers,

training clients or managing a pool. New this year are two Recreation Programming Roundtables, where public and collegiate recreation professionals will discuss new ideas and the challenges they face while building programs within their departments.

In addition, AB Show partners with the Medical Fitness Association and the National Alliance for Youth Sports, and a full-conference registration includes access to MFA and NAYS seminars, allowing attendees the opportunity to explore these industry niches.





## NEW OPPORTUNITIES TO LEARN AND NETWORK

Attendees are encouraged to bring their A game to AB Show's new Power Lunch events. During these 45-minute facilitated conversations, attendees act as their own faculty, discussing a targeted aspect of their organization. This year's Power Lunch sessions include customer service best practices, conducting effective interviews, dealing with difficult staff and solving social media issues.

Other new additions to AB Show this year include two new seminar tracks. Studio Management sessions clue in owners and prospective owners to the trends driving one of the fastest growing segments in the fitness industry. Adult Fitness & Recreation offers sessions on building programming centered specifically on the adult population, with a particular focus on the active 55-and-older age group. The growth of the boomer generation also fueled the addition of the Functional Aging Specialist Certification course, available as a pre-conference workshop and new to the show program this year. With this interactive workshop, attendees will learn to implement functional training for their aging clients.

Bestselling author and Pulitzer Prize winner Charles Duhigg will be on hand as the 2017 AB Show keynote speaker, discussing what he's learned about the science of habit formation while researching his book, *The Power of Habit: Why We Do What We Do in Life and Business*. Duhigg's talk promises to offer valuable insights to anyone looking to build better habits.

## AN EXPO WITH EVERYTHING FOR YOUR FACILITIES AND PROGRAMS

The 160,000-square-foot expo floor at AB Show has more than 250 exhibitors showcasing everything you need to make sure your facilities and programs remain relevant. Jam-packed with the latest products and solutions, you can outfit your facility from floor to ceiling – or build a new one from the ground up.

If simply seeing the equipment isn't enough, attendees are invited to try it out for themselves during Friday's Early Morning Workout, one of the Show's annual highlights. Between the workout, the free-throw court and Friday afternoon's Happy Hour, the show floor is sure to be buzzing with activity throughout the event.

For exhibitors, the expo floor represents an opportunity to interact with – and introduce products to – qualified industry professionals. Showcasing at AB Show helps exhibitors get in front of potential customers, many of whom have real buying power. "We've gotten account after account after account after attending this show," Greg Strong of Book King Software says. "It seems like everybody is here."

But the expo floor isn't just about the products. Back for a second year is the Innovation Station, which offers 30-minute educational sessions. This year, attendees can learn how to incorporate technology into fitness and recreation centers, get tips for leasing fitness equipment, and hear advice for opening a fitness studio.





## **PRECONFERENCE EVENTS**

Those who head to Orlando early will find even more networking and education opportunities at AB Show's preconference events. These workshops offer in-depth, hands-on education on topics such as customer service and ensuring that your employees are your competitive advantage. A popular interactive workshop titled "Designing Your Ultimate Facility" returns for those with a building or renovation project in their future.

Facility tours offer attendees a chance to visit and get inspired by the design and programming in some of central Florida's best athletics, fitness and recreational spaces. Attendees can choose between two tours – the first will visit the Highland Recreation Center in Largo and the Bryan Glazer Family JCC in Tampa, while the second stops at Orlando's RDV Sportsplex and the USTA National Campus, the expansive new home of the United States Tennis Association.

## **BUILDING A STRONG NETWORK**

Following the workshops and tours, first-time attendees are invited to attend the First-Timers' Reception, a good opportunity to ask questions and network with AB Show staff and other industry professionals.

Thursday night's Welcome Reception at Lafayette's in Pointe Orlando is an ideal event to collaborate and celebrate with professionals from AB Show, MFA and NAYS, as well as staff and exhibitors. Inspiration continues at Friday's Facilities of Merit® Reception, where the architects, owners and consultants responsible for this year's 10 award winners are honored for their outstanding projects.

Simply put, AB Show is your springboard to the next level in your professional life. The top trend-setters and innovators in the industry will be there. Will you? There's still time to register for AB Show 2017. Visit [abshow.com](http://abshow.com) to learn more and register today. 📍



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## Breaking Ground



[Renderings courtesy of Moody Nolan]

Ohio State University recently broke ground on a \$15 million multisport arena to serve as the home for the men's and women's varsity volleyball teams and as an event space for fencing, wrestling and men's and women's gymnastics. The **Covelli Multi-Sport Arena** provides seating for approximately 2,500 spectators and will include concessions, locker rooms, restrooms and other spectator amenities. The project, designed by **Moody Nolan** of Chicago in partnership with **Populous** of Kansas City, Mo., is expected to be complete by fall 2018.

**Babson College** in Massachusetts broke ground last month on a campus recreation and athletics center – a multipurpose space that will double the size of the school's current facilities. The 75,000-square-foot addition, designed by **Cambridge Seven Associates** of Cambridge, Mass., will include a two-story fitness and recreation area with a cardio and weight room, group fitness studios, varsity locker rooms, an advanced strength and conditioning space, expanded sports medicine facilities, three open courts and a large events area. Babson hopes to complete the center in time for its Centennial Celebration in fall 2019.



[Renderings courtesy of Babson College]



[Renderings courtesy of the City of Fairview Heights]

The City of Fairview Heights, Ill., breaks ground this month on a 68,000-square-foot recreation center. The facility will include a 12,000-square-foot indoor aquatics center complete with a lap pool, a splash pad, water slides and a lazy river; a 6,000-square-foot fitness center with a gymnasium, an elevated running track, locker rooms, administrative offices and several multipurpose rooms; and a billiards and game room. The center is part of the \$18 million **Fairview Heights Recreation Complex**. Master planning for the new complex was developed by **EWR Architects Inc.** of Fairview Heights.



## First Pitch

**Ohlson Lavoie Collaborative** of Denver has been selected to design a new clubhouse and renovate existing facilities at the **Palm Beach Gardens Tennis Center** in Palm Beach, Fla. A redesign of the existing clubhouse will transform the facility into an athlete performance center featuring a pro shop, locker rooms, a game room, spectator seating and concessions. The new clubhouse will be centrally located with a view of all 18 courts from a wraparound porch on the second floor.

The Shenandoah School Board in Middletown, Ind., recently announced the construction timeline for a new outdoor athletics facility, as well as a renovation of the existing building. The **Shenandoah Athletic Facility** will be equipped with locker rooms, showers, public restrooms, a concessions area and a ticket office. The existing building will be converted into a break room and orientation space. Designs for the new construction and renovation are to be provided by **Performance Services** of Schaumburg, Ill.

The University of Nebraska gained approval from its board of regents in August to move forward on a \$14 million gymnastics practice facility on the Lincoln campus. The 35,400-square-foot **UNL Gymnastics Practice Facility** will provide space for both the men's and women's gymnastics programs, with team rooms, locker rooms, equipment storage, coaches' offices, conference rooms and a lobby designed to aid in recruitment. Construction is expected to begin in August 2018 and be completed by December 2019.

## Grand Openings




[Photos courtesy of Lempka Edson Architects]

**Lempka Edson Architects** of Overland Park, Kan., recently completed a final walk-through of a new softball stadium at the **University of Missouri**, which opened spring of 2017. The \$13.1 million facility is built to accommodate 2,500 spectators, with more than 700 chairback seats, bleachers and a spacious outfield berm. The full-view concourse features concessions and a team store, while the elevated press box is equipped with dedicated broadcast and radio booths, a press area, game management facilities and a club suite. The synthetic turf field is flanked by heated-bench dugouts with accessible bullpen and batting cages, and a home team suite with 32 lockers, a mud room, equipment storage and a coaches' meeting room.

St. Ambrose University opened the doors this fall on a 60,000-square-foot addition to **Lee Lohman Arena** that will serve as the student wellness and recreation center. The new arena by **RDG Planning and Design** of Des Moines, Iowa, features a central fieldhouse, four indoor courts, an indoor track, three vault pits, two sand pits and a netting system. The \$21 million facility will house weight-training equipment on the first floor with cardio space on the second floor. The upper level will also provide classrooms, coaches' offices and a conference room.

Franklin & Marshall College intends to debut **Shadek Stadium** this month, just in time for the school's annual homecoming game. The \$19.1 million multipurpose stadium will hold events for F&M football, as well as for the men's and women's lacrosse teams. The design, by **HKS Architects** of Washington, D.C., includes a synthetic turf field, aluminum bleachers for 2,576 spectators, a press box, a 13-by-24-foot videoboard, concessions, locker rooms, meeting areas and an entertainment suite. The facility is situated on a 27-acre plot on F&M's north campus. 📍

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Send ideas for this feature to [editors@athleticbusiness.com](mailto:editors@athleticbusiness.com)



[Photos courtesy of Rosser International Inc.]

## Stadium renovation showcases Seminole inspiration

By Paul Steinbach

Schools across the country have scaled back or eliminated altogether connections to American Indian culture – genuine or otherwise. The Florida State University Seminoles continue to embrace theirs. For proof, look to the south end zone of recently renovated Doak Campbell Stadium, where 6,000 new chair-back **club seats** were specified in four colors – two variations each of traditional FSU gold and garnet. This results in a less monochromatic appearance to each of the school colors within a pattern spanning two seating decks. Moreover, the section is shaded by a tensile structure that draws support in eight locations from shafts bearing an artist's metal-and-glass spearhead motif. "We gathered inspiration from the Seminole tribe and the patterns Florida State has displayed over the years," says Gary Miller, director of building information modeling at Atlanta-based **Rosser International Inc.**, which partnered on the project with **EMI Architects** of Tallahassee. "We wanted to bring out the spirit of Florida State. From an artistic standpoint, it was great to create an iconic image for television and the fan experience. You know you're in Doak Campbell Stadium." @



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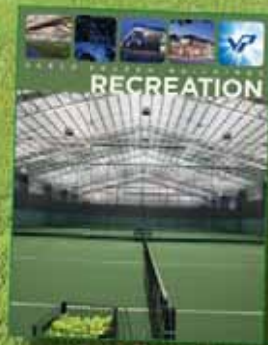
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