

Project 435

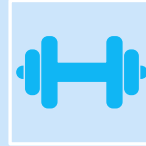
Protecting and Building the Future of
Fitness with ONE UNITED VOICE

What is Project 435?

- Project 435 is a National Health and Fitness Alliance Effort to secure strong representation in every congressional district throughout the United States

100%

Why is Project 435 Important to my Club and Industry



The future of the Fitness is based on the long term relationships that The Health and Fitness Industry builds with 435 Members of the House of Representatives as well as with our Senators



Our Future Fitness KPIS will not be focused on the 50 States but rather the 435 Districts



Every district is important- there is no insignificant district

Project 435 involves a Fully Integrated Model of Inclusion at all levels of the Fitness Industry

- Project 435's success depends on all sectors of the Fitness Industry to work together having all members of the House of Representatives fully understand our value to our communities during good times and times of crisis
- Each District will have a Club or Clubs involved in building the Fitness Connection between the Chief of Staff and Congressperson

What Project 435 is not!!!!

- Project 435 is not political..... Fitness is non political
- Project 435 is non-partisan; It is bi-partisan
- Project 435 is being built to ensure that Fitness leaders in 435 Districts have a connection to their Congressperson as well as an understanding that will be supported a minimum of 12 times per year from NHFA that can be forwarded to each of your politicians in your district



What Project 435 is!

- Project 435 goal and #1 priority is collective and committed effort with all stakeholders in the Industry that will form a Team of Fitness professionals that is active in spreading the message to all 435 Members of The House of Representatives through a grassroots effort focusing on the key premise

Fitness is essential and a critical part of the HealthCare Continuum



What Project 435 is!

- It is showing the VALUE and NEED for the Services that Health and Fitness Centers provide to individuals that are not only Fit but to the countless number of individuals that are involved in our Specialty and Chronic Disease programs.
- Project 435 is committed to ensure individuals that need our Health, Fitness and Wellness services can never be under-served again in the event of a future crisis
- Project 435, with the full support of The NHFA, will support all educational efforts so that the Health and Fitness Industry is fully prepared to be safe centers able to deliver the required services similar to the other areas such as Physical Therapy and Medical Centers in the future. They will incorporate the use of Outdoor Exercise Spaces, Social Distancing throughout the facilities in Fitness and Group Exercise and Aquatics, highest levels of Sanitization and Cleaning, comprehensive tracking system for all visitors as well as following other CDC, World Health Organization guidelines- where appropriate



Stakeholders in Project 435

- The Fitness Industry needs to abandon its designations or perceptions that politicians understand how we divide ourselves-**They do not care at any level**
- Actually, Politicians clearly do not understand why we divide our industry into smaller groups
- The Future of The Fitness Industry is to be ONE . We need to eliminate barriers that we cause internally whether it be large chains feeling the need to internally have their own voices as well as other Business Sectors within our Fitness Industry

Why did so Many have their Own Efforts and Voices? Why did so many spend so much and have a minimal ROI on their efforts

The answer is simple...

- Since there was no singular voice that could be trusted, ONE VOICE did not exist and we had no message
- Chains and other Business Sectors felt that they had no choice
- Many were stuck in the old model that felt that the Fitness Industry was not capable and established budgets to do it themselves- There was no ONE VOICE
- Our industry had a low opinion of itself- which was unfortunate

What is the
Mission of NHFA
and how does
Project 435
support NHFA

- The mission of NHFA is to unite the entire Health and Fitness Industry at all levels and sectors of the business to have ONE Voice, ONE Message
- Project 435 efforts are to recruit and enroll 435 individuals that are located in each of the 435 Congressional Districts. They will be part of the NHFA Grassroots efforts and be the positive Political Activist promoting monthly to their Chief Of Staffs, Congressperson and members in their community that Exercise is Essential and that we are critical to the Health and Wellness to those in our community

- **Project 435 will promote this campaign to all sectors of The Health and Fitness Industry**
 - **Commercial Independent Clubs – IHRSA**
 - **Commercial Independent Clubs- not IHRSA**
 - **Studios**
 - **Commercial Fitness Chains**
 - **Medical Fitness Association Clubs and individuals**
 - **YMCA's, JCC's**
 - **NIRSA Facilities**
 - **Military Facilities**
 - **Parks and Recreation**
 - **Equipment Manufacturers and other suppliers**
 - **Motionsoft list of participants**
 - **REX Roundtables**
 - **ACE**
 - **IDEA**

Where will
the 435
Project enroll
their 435
Team
Members

Project 435 is long term- not Pandemic only related Advocacy Efforts

UNDERSTAND

Project 435 Team Members understand that The Fitness Industry in many states as well as nationally has been subjected to many unfair pieces of Legislation, Mis-perceptions as well as mis-information

POSITION

Project 435 Team Members will be focused on the Positioning of the Fitness Industry for the Future

COMMUNICATE

Project 435 Team Members will be communicated on a monthly basis on the activities of NHFA as well as their monthly updates to their respective Congressional Team

What Can Project 435 Assist State Alliances

- Project 435 should be the glue for the entire industry providing a communication center and advisor group so that The Fitness Industry and NHFA have one message .
 - Project 435 will work directly with each State Alliance
 - The State Alliances can be great sources of Project 435 Individuals that can be enlisted to cover respective differences
 - State Alliances will benefit with Project 435 to increase their success in building higher levels of success with obtaining Congressional Support---they needed to be focused on local which is very critical to the operations of Fitness Clubs in their state
- Project 435 recognizes the needs for local flexibility since states often may be moving in different legislative directions and may need the support of the NHFA in terms of policy, national activities as well as increased local support

Action Steps to Move Concept of 435 Forward

- Project 435 will work closely on all areas of project with IHRSA Team and Tom Richards
- Project 435 will work to build a very strong and supportive industry team from Numerous Fitness Sectors to successfully establish a completed Grassroots effort with 435 Districts covered by 6/1/22
- Project 435 also understands that approximately 33 States do not have a Fitness Alliance and we need to also communicate and solidify our positive Fitness Positioning in these states with passionate Industry Advocates

Thanks for the opportunity to provide input into a very important element in what is The Future of Fitness.....ONE Person...ONE District at a time.....ONE Voice..

There is the potential of great wins for The Fitness Industry in both the Short and Long Term

