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BE INSPIRED.



MESSAGE FROM JOE CIRULLI



I once heard the CEO of Harley Davidson Motorcycle describe the purpose of his company. He said, “We designed a product that allows 44 year old accountants the ability to put on leather outfits, drive through small towns and scare people.”

He was pretty clear on why Harley-Davidson exists.

In order for any company to do exceptional things it has to know why it exists. We figured out our reason a long time ago, and every day we do our best to live by it. Very simply it

states, “We exist to create an experience that helps people get the most out of life and inspire them to become their best.”

We know we have to be more than just about exercise. We have to create an experience that you truly enjoy and want to constantly be part of. Why? Because by making our facilities an enjoyable place to be, while inspiring you to become your best, we can help you make exercise a permanent part of your life.

We want you to have a fulfilled life, and we know that your health is one of the most cherished parts of life.

Regarding your experience with us, I want you to know a lot about our company. We have four core values that include integrity, hard work, exceptional commitment to our physical environment, and extraordinary customer service. And these are not just words – these are values we live by every day.

Our culture is all about setting the criteria for us to live our core values. We are constantly striving to improve not only the physical environment and every element and program we offer, but the training of our staff as well. Becoming part of the GHF team is not easy, but once the selections are made, we know we have the quality person we’re looking for to take care of you.

You are now part of GHF and have access to both our GHF coed facilities, and women can enjoy our Women Only center. Three facilities for just one membership. We have worked hard to maintain our culture through all three locations, though each physical environment is uniquely different than the others.

We pay great attention to detail in each center, and all centers are upgraded on a regular basis. Currently we are working on a major expansion and redesign of our location on Newberry Road. This center, which is our flagship club, will be approximately 80,000 square feet when completed. The entire club will then be upgraded to become one of the most modern fitness centers in the United States.

Combined with our two other locations we have 120,000 square feet of facilities with hundreds of pieces of cardio, strength training machines and free weights. As you go through this booklet, you’ll get a good understanding of all the features, programs and equipment we offer.

What I hope you enjoy most of all, is the connection to our staff and other members. I’ve had the opportunity to speak all over the world and I will tell you what I tell groups everywhere, “Not only do I have the best staff in the country, I have the best members too.”

Welcome to Gainesville Health and Fitness. We’re happy you have chosen us to be a part of your life!

INTRODUCTION

We would like to welcome you to Gainesville Health & Fitness. Our goal is to make your fitness experience a very positive one and to help you achieve all of your goals. We want to thank you for giving us this opportunity.

To better acquaint you with who we are and what our mission is, we'd like to give you a little background about our company. GHF started as a small facility located above a bank on Archer Road in the mid 1970s. Our original space was about the size of our lobby in the Main Center today. In 1978, we moved to the Creekside Mall and expanded to 11,000 square feet.

In 1984, after realizing many women wanted a private environment, we built a center exclusively for women in Thornebrook Village. In 1986, our Coed facility moved to Westgate Regency and expanded to 31,000 square feet. In 1988, after collaborating with the University College of Medicine to research ways to help people with low back pain, we opened our physical therapy center known today as ReQuest Physical Therapy. In 1996, we moved our Coed Center to the current Newberry Road location.

In 2007, GHF opened its 3rd location in the Tioga Town Center. It became the second coed center in the GHF family. With one membership you get access to all three unique locations. The GHF family has grown with close to 30,000 members and 500 friendly staff to serve you. As you can see, we are constantly expanding and improving to make your membership more valuable each year.

But it's not the three locations and the size of our facilities that separates us. Hopefully, you'll find the caring attitude of our staff to be the real reason you chose us. Employees go through a rigorous hiring and training process. Though we're not perfect, our goal is none-the-less perfection. We've been very fortunate to have a staff that has been with GHF for many years, several over 20 years. But, most important, is that we're always looking for ways to improve. We welcome your ideas. We're always available to you! You can tell us in person, call us, email us, write us, or use the suggestion boxes. You can tell us the good, the bad, and the ugly – we promise to listen.

Our mission is to make Gainesville the healthiest community in America, one person and one business at a time. Our core purpose is to improve the quality of people's lives by making physical fitness a permanent component of their lives. And our vision is to become one of the best businesses for the world.

Once again, we thank you for choosing Gainesville Health & Fitness. Our hope is that your time with us proves to be life changing.



The Quest for Better

GET STARTED!



ONE MEMBERSHIP, THREE UNIQUE CLUBS!

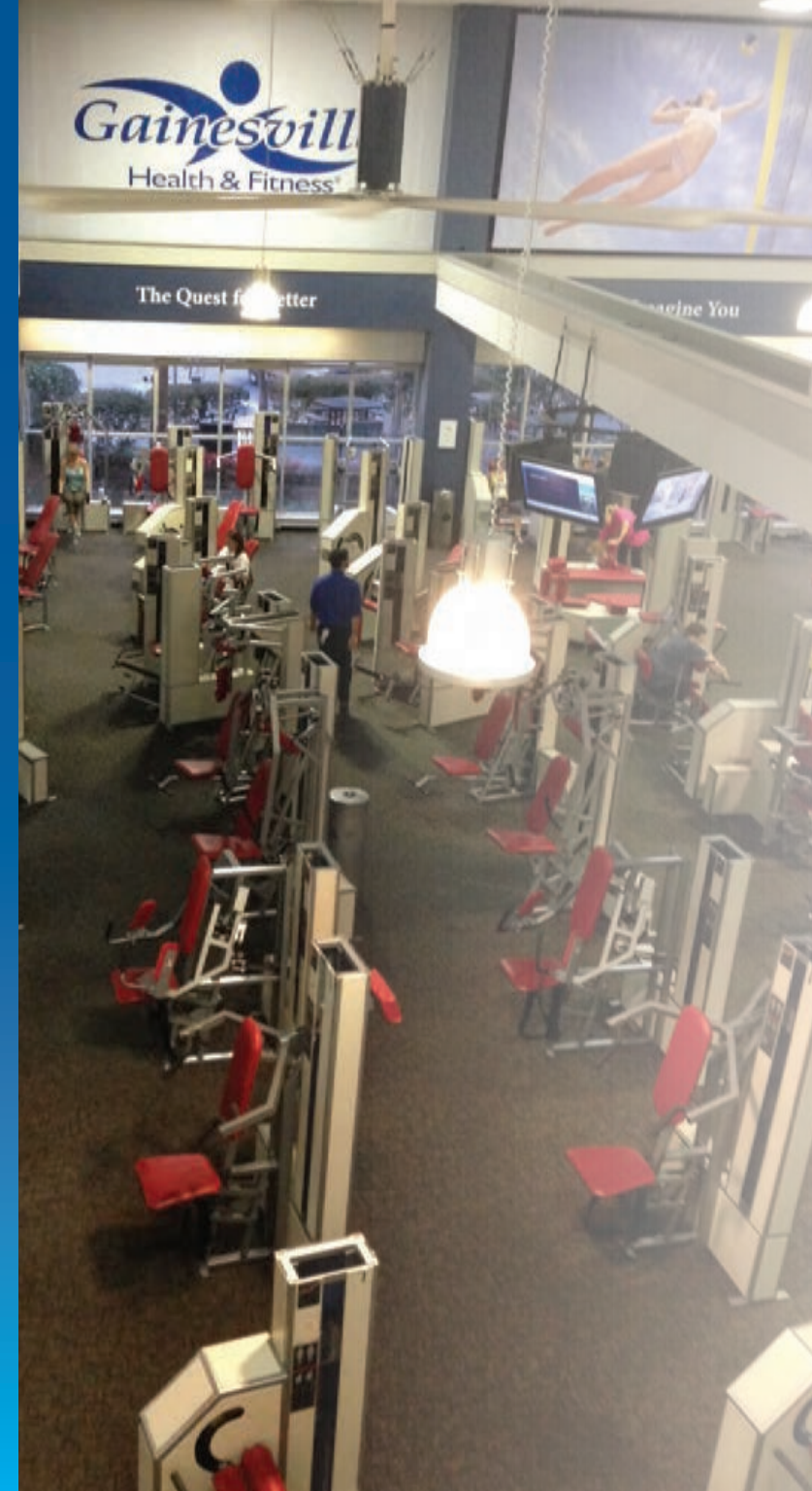


YOUR MEMBERSHIP INCLUDES THE FOLLOWING FREE PROGRAMS AND SERVICES IN ALL THREE CLUBS.

1. Open 24 Hours
2. Over 400 staff to help you
3. Over 2000 strength and cardio machines
4. Personal TVs on cardio equipment
5. A supervised strength circuit for beginners
6. Largest free weight area in Gainesville
7. Free computerized health assessments
8. Three convenient locations
9. Arthritis & Aquatic Center which includes a 75ft indoor heated pool, hot & cold therapy pools, sauna, steam, whirlpool and aqua classes
10. 900 group exercise classes monthly
11. More Zumba Classes than anyone
12. Complimentary Kid's Club and kids classes (ages 6 weeks - 12 years)
13. Largest number of cycle classes
14. Indoor basketball/Volleyball court
15. Wellness programs for cancer recovery, back pain, and arthritis
16. Member savings program exclusive discounts to local businesses
17. Internet Cafe
18. Women Only Center

*A man's health can be judged by which he
takes two at a time – pills or stairs.*

–Joan Welsh



CHAPTER 1

“THE LINE”

“THE LINE” MISSION STATEMENT

We will motivate people to achieve their desired results while building lasting relationships. We give our members the gift of fitness by helping them overcome the mental and physical barriers associated with living a healthy lifestyle.

THE WHY OF “THE LINE”

Circuit training is a method of resistance training, or weight training, that maximizes the volume of work done in a short period of time. The Gauntlet is for people who are interested in weight loss, muscle gain and overall strength increases. Circuit training consists of performing multiple exercises on multiple body parts in a row with little rest in between exertions.

Circuit training squashes common excuses that people use for not exercising because it takes little time, is action packed, does not need to be done everyday, and it can be personalized.

HOW TO GET STARTED ([CLICK HERE](#))



ACTION PACKED



MAXIMIZED RESULTS. 

“*You’ve gotta dance like there’s nobody watching, Love like you’ll never be hurt, Sing like there’s nobody listening, and live like it’s heaven on earth.*”

—William W. Purkey

CHAPTER 2

GROUP EXERCISE CLASSES

GROUP FITNESS MISSION STATEMENT

Our classes bring fun to fitness, provide members with a sense of camaraderie and give them the opportunity to succeed.

THE WHY OF GROUP FITNESS

From the beginning of time people have always gravitated to social gatherings. There is a comfort and a need to belong to a group. Great things can be accomplished in groups and it can be a fun experience! At Gainesville Health & Fitness we provide exercise groups that make getting in shape easier and more fun. We’ve learned over the years what kind of classes keep our members motivated. They include Cycling classes, Zumba, Aqua Classes, Pre and Post Natal Classes, Yoga, Body Pump, Body Flow and many more. The variety of our group exercise classes will make your fitness experience memorable and you’ll even make some new friends.

HOW TO GET STARTED ([CLICK HERE](#))



HAVE FUN



MAKE NEW FRIENDS. 

“Lack of activity destroys the good condition of every human being, while movement and methodical physical exercise save it and preserve it.”
—Plato

CHAPTER 3

INDOOR POOL (CLASSES, SAUNA, STEAM, WHIRLPOOL, COLD PLUNGE, SWIMMING)

INDOOR POOL MISSION STATEMENT

To help people live their lives on their own terms.

THE WHY OF INDOOR POOL

Our pool was originally designed for our members who suffer from arthritis. We eventually remodeled the entire area, adding a warm therapy pool as well as a 50-degree cold-plunge to accompany our steam, sauna and whirlpool. We put all these elements together along with therapy classes and found we can help a lot of people live their lives on their own terms.

[HOW TO GET STARTED \(CLICK HERE\)](#)



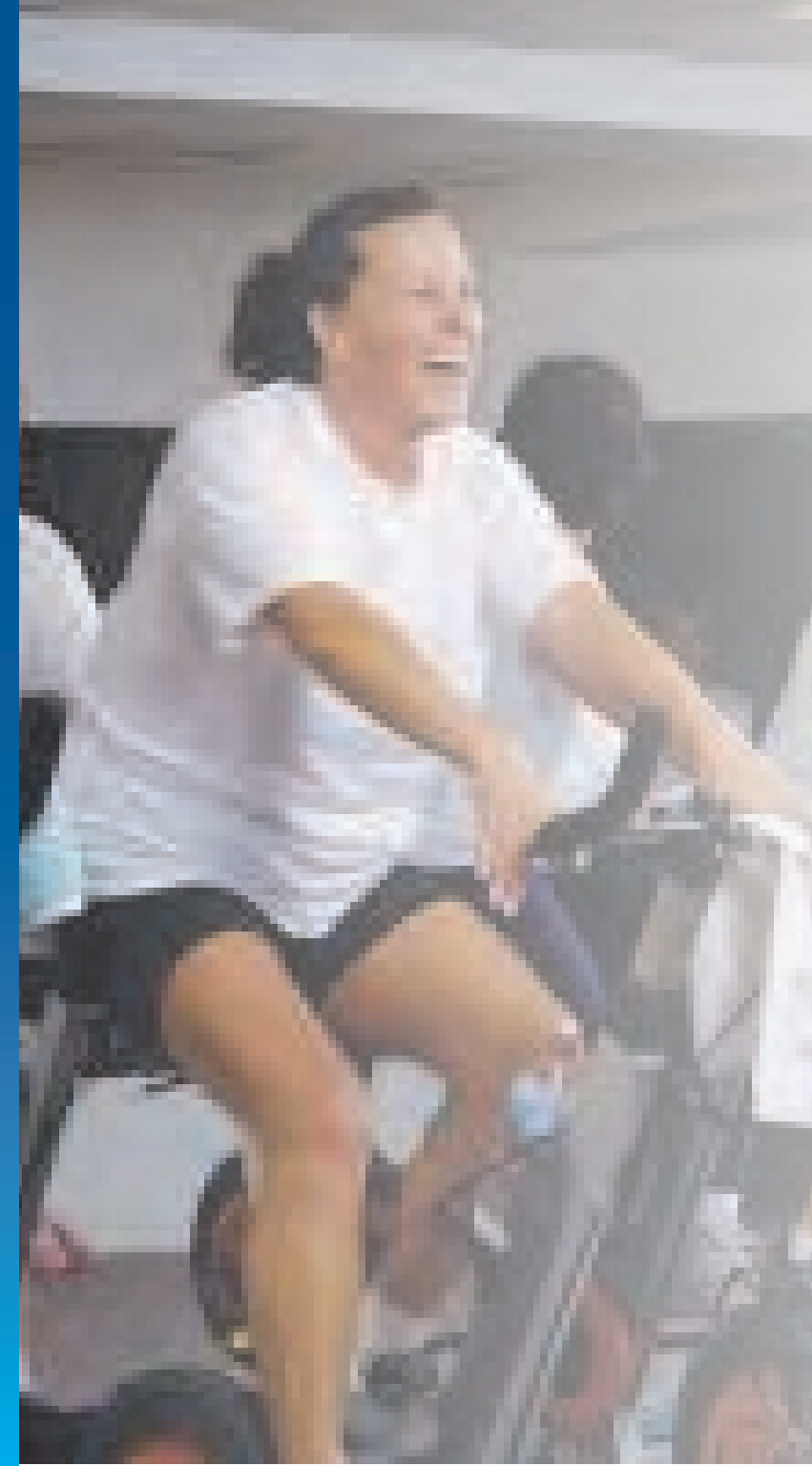
REFRESH



REJUVENATE. RELAX. 

“Life is like riding a bicycle. In order to keep your balance, you must keep moving.”

-Albert Einstein



CHAPTER 4

ICE (INDOOR CYCLE EXPERIENCE)

ICE MISSION STATEMENT

To promote an environment of a shared love of cycling where a group can act as a team toward a common goal.

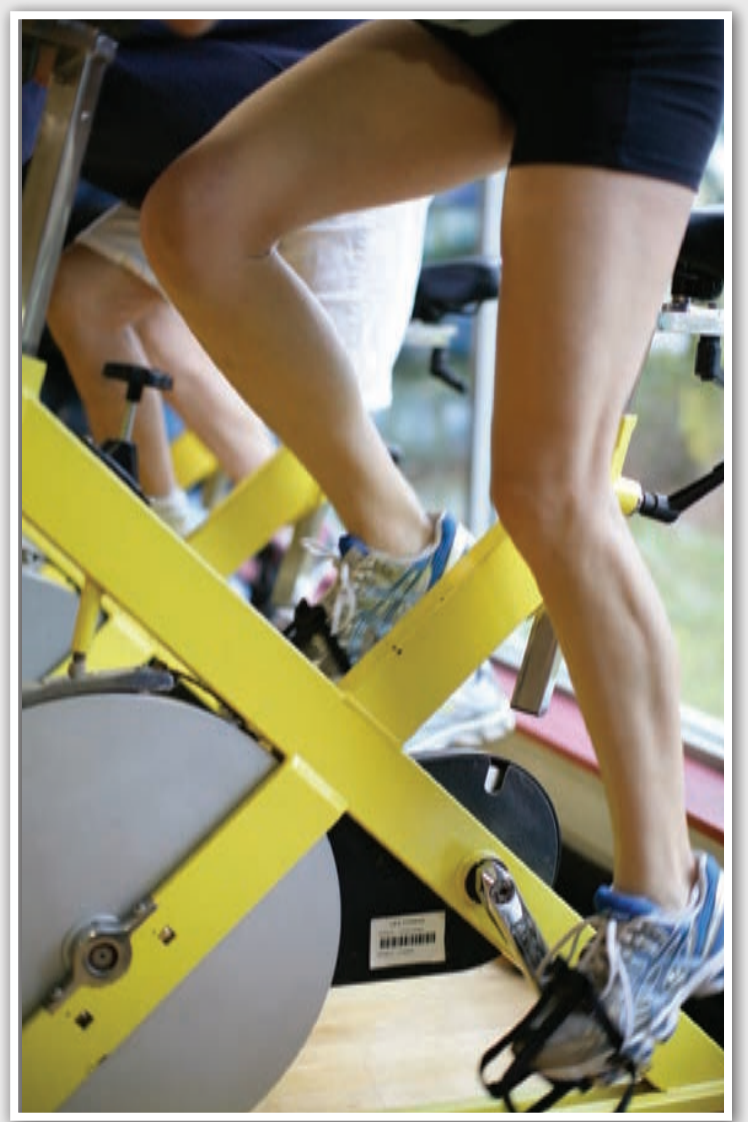
THE WHY OF ICE

The physical exercise gained from cycling is generally linked with increased health and well-being. Cycling is often used by people seeking to improve their fitness and cardiovascular health. In this regard, cycling is especially helpful for those with arthritis of the lower limbs who are unable to pursue sports that cause impact to the knees and other joints. Cycling on a stationary cycle is frequently advocated as a suitable exercise for rehabilitation, particularly for lower limb injury, owing to the low impact, which it has on the joints. In particular, cycling is commonly used within knee rehabilitation programs. At GHF, ICE is the ultimate cycling program!

[HOW TO GET STARTED \(CLICK HERE\)](#)



CAMARADERIE



TEAM WORK. 

CHAPTER 5

KIDS CLUB

KIDS CLUB MISSION STATEMENT

We create such an engaging experience for the children that they want to drop their parents off at the gym. We give parents the peace of mind knowing their children are receiving social, emotional, and educational benefits in a safe environment.

THE WHY OF KIDS CLUB

Our members are important to us and so are their children. We do not want any obstacle to deter our members from their daily workout routine including trying to find a babysitter. That's why at Gainesville Health & Fitness we created our Kids Club. Here our friendly staff will take care of your children for free while you take care of yourself. It's part of our philosophy of helping our members get the most out of life!

HOW TO GET STARTED ([CLICK HERE](#))



*Children are our greatest
natural resource.*

—Herbert Hoover

PLAY.



IN GREAT HANDS. 

“*Women are definitely the better half!*”

—Anonymous Male



CHAPTER 6

GHF FOR WOMEN

GHF FOR WOMEN MISSION STATEMENT

To create a community of women who will champion each other to get amazing results both physically and emotionally.

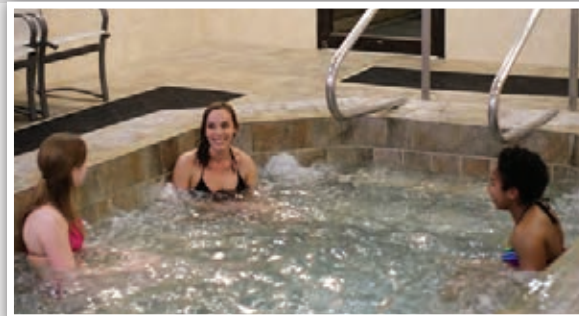
THE WHY OF GHF FOR WOMEN

Every woman deserves to be confident, sexy, and full of energy. Every woman deserves to feel safe, comfortable, and inspired. Every woman deserves a place where she can be herself with no judgments, no intimidation, and no men, just the company of her fellow “soul sisters.” Introducing Gainesville Health & Fitness for Women, a unique environment that will inspire you, motivate you, and connect you on your way to becoming the woman you want to be. A place you can come as you are, no fancy clothes or make up required. We are a fitness center filled with women just like you, sharing the same joys, ups and downs, and working side by side to stay in shape. We are women helping women get fit. Fitness instructors, coaches, and counselors are all trained to get you the results you are looking for. Imagine the power of a new you, one that has lots of energy, a waistline, toned arms, and the confidence to accomplish anything. We are here to help you achieve those results and those feelings. GHF for Women is conveniently located in Thornebrook Village, an open-air village of fine dining and shopping. You’ll feel right at home in the outdoor park with the conveniences of restaurants, spa services, art galleries, clothing boutiques and more.

HOW TO GET STARTED ([CLICK HERE](#))



RELAXING



COMFORTABLE. 

I've missed more than 9000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.

—Michael Jordan



CHAPTER 7

INDOOR BASKETBALL & VOLLEYBALL

INDOOR BASKETBALL & VOLLEYBALL MISSION STATEMENT

To encourage the thrill of sport and the satisfaction of working as a team toward a common goal.

THE WHY OF INDOOR BASKETBALL & VOLLEYBALL

We built an indoor basketball and volleyball court to promote fun and teamwork year round, no matter the weather. You can always find a great group of fellow members who will energize you into that competitive arena. You just might take the last winning shot and score!!

HOW TO GET STARTED ([CLICK HERE](#))



TEAMWORK. PLAY.



COMPETE. 

“The difference between the impossible and the possible lies in a person’s determination.”
—Tommy Lasorda

CHAPTER 8

X-FORCE

X-FORCE MISSION STATEMENT

To achieve great strength gains in less time! Results that previously required several workouts a week can now be stimulated in ONE workout a week or even less! For EVERYONE!

THE WHY OF X-FORCE

X- Force is the most meaningful advance in strength training in the last 30 years. A patented “tilting” weight stack allows for a 40% heavier resistance on the “negative” (lowering) part of the exercise.

This heavier negative resistance allows for a greater intensity of effort through a higher quality of resistance. The fundamental point of X-Force Training, compared to other forms of training, is to deliver a combination of static, concentric and increased eccentric resistance.

STIMULATING



STRENGTH. VITALITY. 

PREMIERE SERVICES!



THE FOLLOWING PREMIER PROGRAMS AND SERVICES ARE OFFERED AT ALL THREE CLUBS

1. Personal Training
2. Small Group Training
3. Pilates
4. ReQuest (Physical Therapy)
May require insurance approval
5. OSA (Outdoor Sport Activity) BootCamp,
Obstacle Race Training
6. CrossFit
7. Zwurly's Smoothie Bar



*Motivation is what gets you started.
Habit is what keeps you going.*

—Jim Ryan

CHAPTER 9

PERSONAL TRAINING

PERSONAL TRAINING MISSION STATEMENT

We give our clients the motivation, accountability and discipline to attain results they cannot achieve on their own.

THE WHY OF PERSONAL TRAINING

Back in 1985 we began personal training as part of a research project with the Nautilus Company. It was well before personal training was fashionable. It's great for people who are looking for that one-on-one motivation with a set training schedule. You get the knowledge, expertise, and experience of 45 trainers. A professional personal trainer should be a part of your preventative medicine team just like a physician, dentist, physical therapist, or massage therapist. A personal trainer will lead you and empower you to be leaner, healthier, and pain free.

HOW TO GET STARTED ([CLICK HERE](#))

Gainesville
Personal Training
Gainesville
Personal Training™

Gainesville
Health & Fitness®



 **ACCELERATED RESULTS.**

*Those who do not find time for exercise
now will have to find time for illness.*

—The Earl of Derby, 1873

CHAPTER 10

SMALL GROUP TRAINING

SMALL GROUP TRAINING MISSION STATEMENT

We create a supportive, team oriented environment that gives participants challenging yet fun workouts. We work each group as a team, yet understand each individual's fitness goals and motivational needs.

THE WHY OF SMALL GROUP TRAINING

Small Group Training is more than just an economic alternative to one-on-one Personal Training. Small Group Training at GHF offers the benefits of working with a personal trainer at a lower cost of the private rate, plus working out in the same room with others pushes you to a new effort level.

Custom designed workouts are built in with different levels of fitness in mind. The participants do not have to be at exactly the same fitness levels to benefit from group training. You will receive accountability, motivation, support, experience and expert guidance to reach your fitness goals in this small group environment.

HOW TO GET STARTED ([CLICK HERE](#))



CAMARADERIE



WHERE MAGIC HAPPENS. 

“Physical fitness is not only one of the most important keys to a healthy body, it is the basis of dynamic and creative intellectual activity.”

—John F. Kennedy

CHAPTER 11 PILATES

PILATES MISSION STATEMENT

To provide you with an unequalled Pilates experience with certified and experienced instructors in a beautiful, fully equipped and peaceful environment.

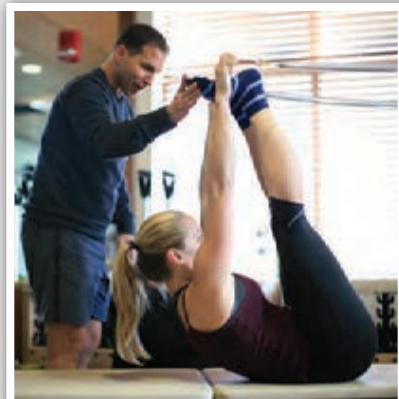
THE WHY OF PILATES

Pilates is a body conditioning program that helps build flexibility, muscle strength, and endurance in the legs, abdominals, arms, hips, and back. It puts emphasis on spinal and pelvic alignment, breathing, and developing a strong core or center, and improving coordination and balance. Pilates' allows for different exercises to be modified in range of difficulty from beginning to advanced. Intensity can be increased over time as the body adapts to the exercises.

HOW TO GET STARTED ([CLICK HERE](#))



FLEXIBILITY



PEACEFUL. TRANQUIL.



The first wealth is health
—Emerson

CHAPTER 12

REQUEST (PHYSICAL THERAPY)

REQUEST MISSION STATEMENT

We answer members health questions and assist patients in the lifelong transition from rehab to a lifetime of fitness.

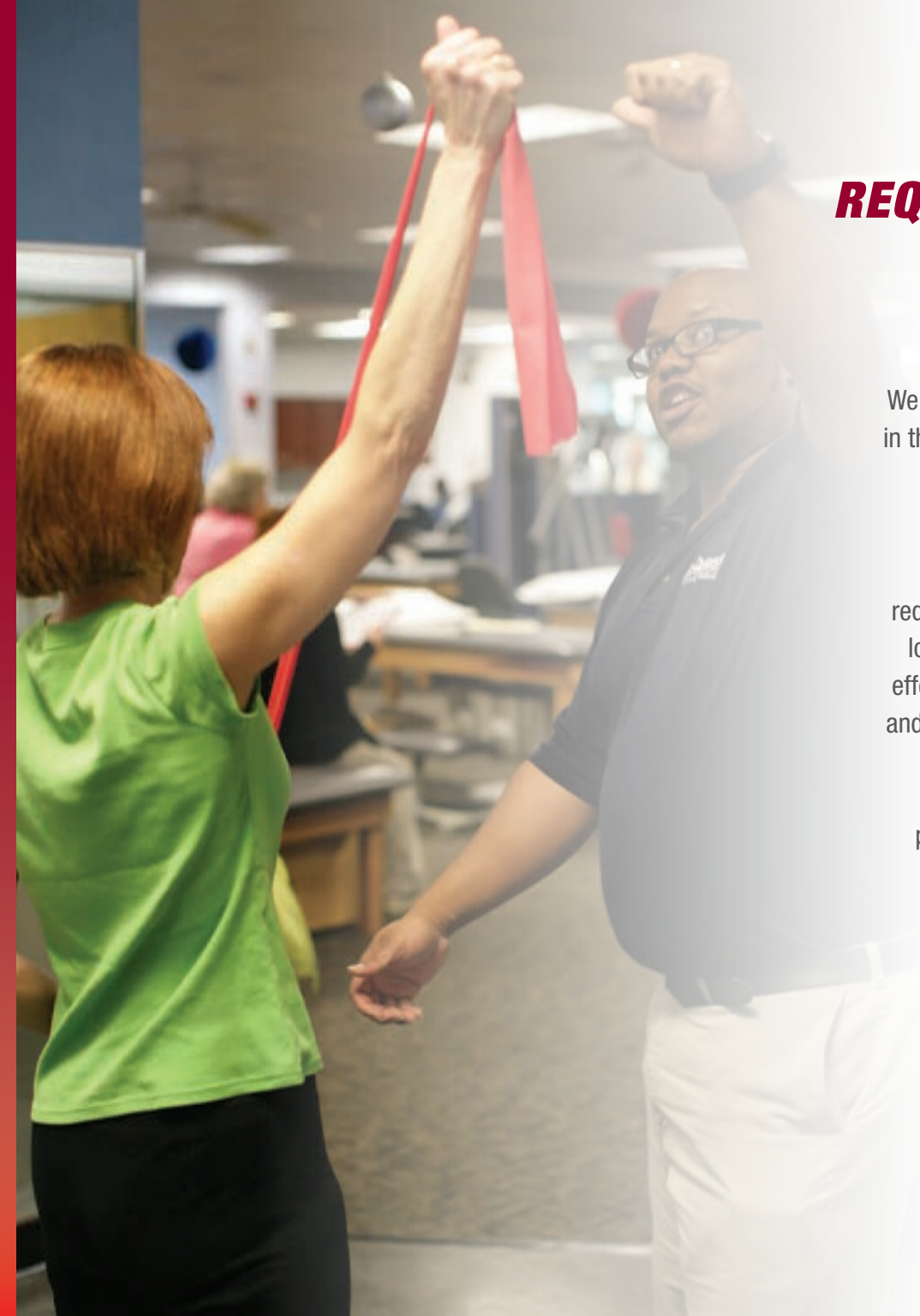
THE WHY OF REQUEST

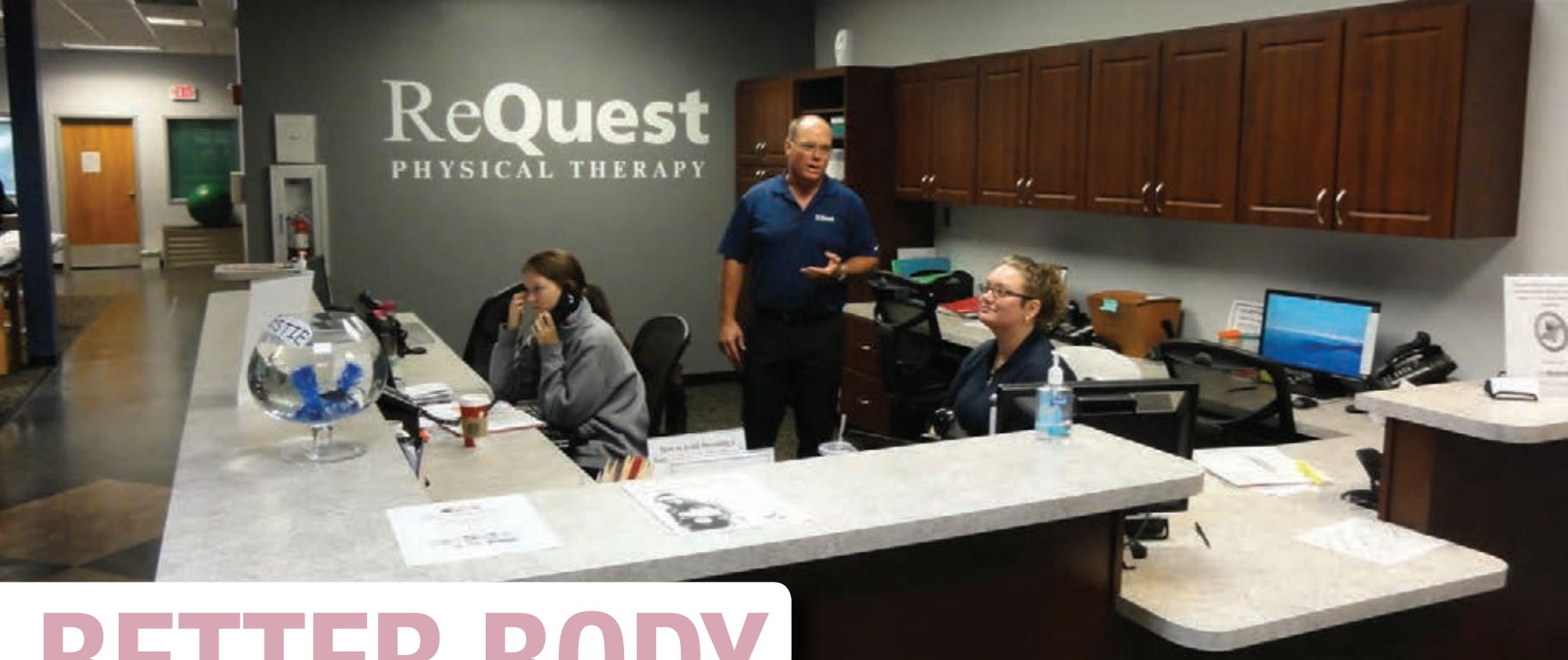
After the owner of GHF suffered a serious knee injury requiring surgery, he was sent to rehab. It didn't take him long to realize what was missing. He felt that to be truly effective it had to be modernized both in the environment and equipment. Within a short period of time GHF became involved in a major medical research study with UF College of Medicine. The results were astonishing and plans for our center were put into place staffed with an inspired team of therapists.

[HOW TO GET STARTED \(CLICK HERE\)](#)

ReQuest
PHYSICAL THERAPY

Comprehensive care with a personal touch





BETTER BODY



LIFE CHANGING. 

The more I talk to athletes, the more convinced I become that the method of training is relatively unimportant. There are many ways to the top, and the training method you choose is just the one that suits you best. No, the important thing is the attitude of the athlete, the desire to get to the top.

—Herb Elliot

CHAPTER 13

OSA (OUTDOOR SPORT ACTIVITY)

OBSTACLE RACE TRAINING, TACTICAL TRAINING

OSA MISSION STATEMENT

To provide an outdoor environment where members can show the results of what they have trained for inside the gym and also compete in friendly competition.

THE WHY OF OSA

Beneficial use is related to the physical and social rewards, which goal-directed activities instills in individuals or groups. Goal-directed outdoor activities are predominately physical, though they may also be mentally, emotionally, and spiritually rewarding. The outdoors as a physical or social setting may meet the needs of physical health, self-sufficiency, risk-taking, the building of social ties (including teambuilding), and the needs of achievement (such as practicing, enhancing and challenging skills, testing stamina and endurance, and seeking adventure or excitement).

HOW TO GET STARTED ([CLICK HERE](#))



ENDURANCE



TEAM WORK. 

*The five S's of sports training are:
stamina, speed, strength, skill, and
spirit; but the greatest of these is spirit.*

—Ken Doherty

CHAPTER 14

CrossFit

CROSSFIT MISSION STATEMENT

To achieve a varied high intensity, functional movement with the stated goal of improving fitness.

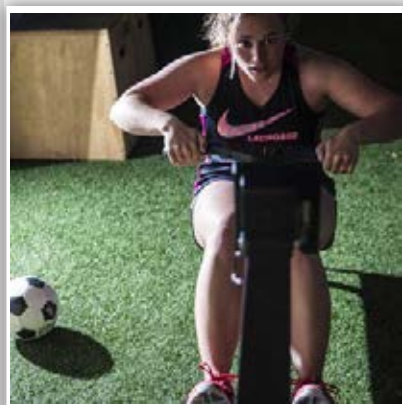
THE WHY OF CROSSFIT

CrossFit is a strength and conditioning program with equipment that includes barbells, dumbbells, gymnastics rings, pull-up bars, kettlebells, medicine balls, and boxes for box jumps. These elements are mixed in numerous combinations to form prescribed “Workouts of the Day” or “WODs”. Workouts are typically short—20 minutes or less—and intense, demanding all-out physical exertion. They combine movements such as sprinting, rowing, jumping rope, climbing rope, flipping tires, weightlifting, carrying heavy objects, and many bodyweight exercises.

[HOW TO GET STARTED \(CLICK HERE\)](#)



VIGOROUS



INTENSE. 

We are indeed much more than what we eat, but what we eat can nevertheless help us to be much more than what we are.

—Adelle Davis

CHAPTER 15

ZWURLY'S SMOOTHIE BAR

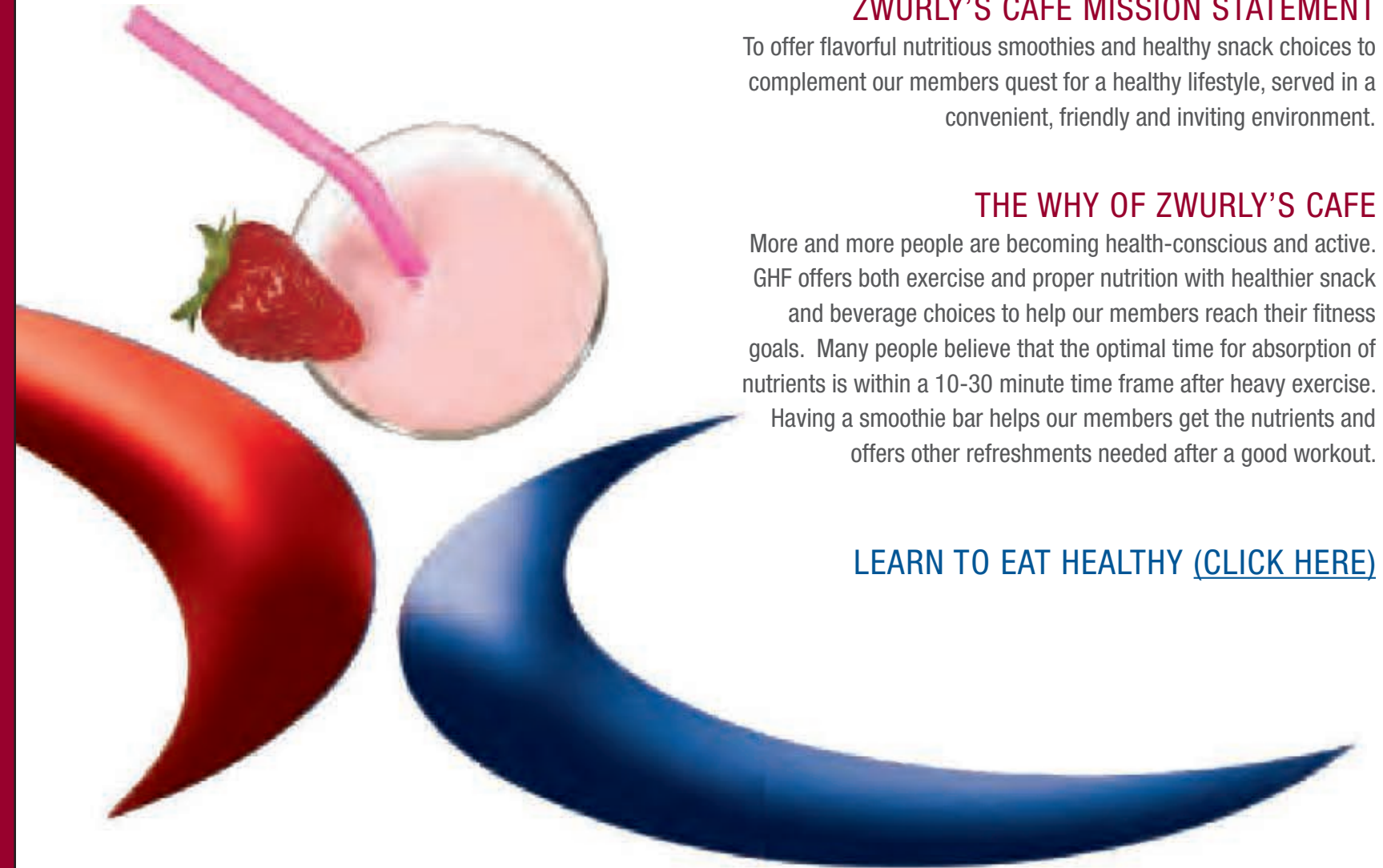
ZWURLY'S CAFE MISSION STATEMENT

To offer flavorful nutritious smoothies and healthy snack choices to complement our members quest for a healthy lifestyle, served in a convenient, friendly and inviting environment.

THE WHY OF ZWURLY'S CAFE

More and more people are becoming health-conscious and active. GHF offers both exercise and proper nutrition with healthier snack and beverage choices to help our members reach their fitness goals. Many people believe that the optimal time for absorption of nutrients is within a 10-30 minute time frame after heavy exercise. Having a smoothie bar helps our members get the nutrients and offers other refreshments needed after a good workout.

[LEARN TO EAT HEALTHY \(CLICK HERE\)](#)





RECHARGE



UNWIND. RELAX.