



Thank you for inquiring about our club. We realize you have many choices when it comes to fitness and we'd like the opportunity to earn your business.

We are an industry leading, locally owned and operated health club with numerous years of experience in fitness.

As an upscale health club, we believe we have the most attentive and knowledgeable staff, as well as the best equipped facility in the area. We also believe we offer an atmosphere and staff that understands choosing a health club is big commitment that can be intimidating. We strive to create a fun and comfortable environment so fitness becomes a positive part of your everyday life. Here at Bluefish, you'll find classes staffed with experienced instructors, certified fitness coaches, and a professional, friendly staff committed to making every visit perfect.

We are confident if you give us a chance, you will **want** to do business with us. As proof of our commitment to quality and service, we offer a **trial membership**. Try us risk free **before** you make a decision. Meet our staff, use our equipment and evaluate our service.

At the end of your trial, if we haven't earned your business, then we don't deserve you as a member.

You'll see our commitment to our members comes before anything else.

Yours in health,

Tracie Mathewes
General Manager



Individual Membership

One time \$79 enrollment fee (paid the day you join)

12 month commitment...\$69 per month

18 month commitment...\$59 per month

Family Membership

One time \$79 enrollment fee per person (paid the day you join)

12 or 18 month commitment...\$99 per month (2 people)

**Add additional family members for \$49.50/month and \$79 one time enrollment.

(First payment due 30 days AFTER joining ~ last payment is the last day of membership)

All memberships include

- Unlimited use of strength and cardio machines
- Unlimited participation in over 40 group fitness classes per week
- Complimentary locker room & full towel service
- Complimentary parking in 2 different lots up to 2 hours each visit
- Charge on account pro shop privileges
- Complimentary wi-fi access (member computer available)

Short Term Membership Options

***6 Month Membership - \$79 per month with \$79 enrollment paid the day you join or \$553 Paid in Full**

***3 Month Membership - \$269 Paid in Full**

Incentive Packages:

If you are already comfortable with the club and are planning to join for a 12 or 18 month membership during your first visit, we'd like to offer you our special PREMIER PACKAGE of gifts and incentives:

2 FREE months added to either your 12 or 18 month membership agreement

PLUS:

- *LIFESTYLE GPS sessions #1 & #2 valued at \$49.00 each
- *Four 30 minute personal coaching session valued at \$120.00
- *\$30.00 Gift certificate to our pro-shop to purchase drinks, shakes, and bars.
- *A club bag valued at \$49.00
- *BlueFish Tee shirt & polycarbonate water bottle or ceramic coffee mug valued at \$25.00
- *30 day gift certificate for a friend or relative, giving that person unlimited use of the club for 30 days, a BlueFish Tee shirt and 1 free private Fitness Coaching session all valued at \$165.00

TOTAL VALUE OF THIS INCENTIVE PACKAGE : \$470.00

If you need time to experience the club before you commit to a 12 or 18 month membership, we'd like to offer you the following package, which is yours as long as you become a member during the first seven days of your trial membership:

- *One fitness coaching session valued at \$60.
- *A free BlueFish Tee shirt & polycarbonate water bottle or coffee mug valued at \$25.
- *A 30 day gift certificate for a friend or relative, giving that person unlimited use of the club for 30 days, a BlueFish Tee shirt and 1 FREE private Fitness Coaching session valued at \$148.

TOTAL VALUE OF THIS INCENTIVE PACKAGE : \$239.00

If you don't become a member during the first seven days of your trial membership, but decide to join the club we'd still like to offer you a FREE Club bag, BlueFish Tee shirt & water bottle as our way of saying Thank You for becoming a BlueFish member!

Why BlueFish is a great place to workout~

"I love Group Active, because I can make the class more or less challenging depending on how hard I want to push myself. I especially like the exercises that help improve my balance."

Lynn Land

"Group Power forces you to establish an exercise pact or challenge with yourself, but it lets you negotiate it in a fun group setting surrounded by others who are doing the same. The structure of the class allows you to honor your body and do what's right for you each day singularly; at the same time, the people working out around you can give you the needed gentle nudge to dig just a little deeper. It's simple, fun, motivating, and non-judgmental."

Sybil Fix

"I love group step because the music is so great and the steps are so easy to follow that the hour just flies by!

Lee Otis

As a small business owner who deals with a lot of daily stress, I try to make my health, fitness, and overall well being a priority. Blue Fish Fitness Club is the only place in Charleston that gives me everything I need to achieve my fitness goals. Every staff member goes above and beyond to make you feel welcome from day one and caters to learning, understanding, and helping you reach your fitness goals. Best of all...the equipment is state of the art and the atmosphere is incredible, Blue Fish Fitness is Charleston's premiere Fitness Club."

Carl Nielson

Bluefish is a bright spot in our day! We actually look forward to going to the club. And that's what it is - a "club" where we are welcomed and respected.

Our demanding schedules leave little time for "us" and sharing our workouts are great way to spend more time together – unwinding from the day.

Liz and Spencer Lynch

BlueFish Fitness Club ~ General Info

Hours of Operation

Monday through Thursday 5:30am-9:00pm

Friday 5:30am-8:00pm

Saturday 7:00am-6:00pm

Sunday 9:00am-6:00pm

Contact Information

360 Concord Street, Suite 200

Charleston, SC 29401

Phone: (843) 723- 3334

Fax: 843-722-6082

Website

www.bluefishfitnessclub.com

Tracie Mathewes, General Manager

tracie@bluefishfitnessclub.com

Ashley Busbee, Membership Consultant

ashley@bluefishfitnessclub.com

Additional Information You May Need

Where can I find the Group Fitness schedule?

The Group Fitness schedule is posted on our website which is

www.bluefishfitnessclub.com. Once on the site, simply click on Group Fitness found in the left hand navigation bar. Here you will find a list of times, descriptions and instructors for each Group Fitness class for the month. There are also paper schedules at the front desk for your convenience. The instructor schedule is subject to change without notice.

How do I find out about Club events?

We will keep you in the loop with member emails and event listings on our website, www.bluefishfitnessclub.com. If you are not receiving our emails please leave your correct email address with the front desk staff so you can be added to our distribution list.

What if I need to cancel my membership?

All membership accounts & billing/payment questions are handled by our customer service department at ASF International. You can reach them by going to www.myasfaccount.com or calling 1-800-525-8967.

Parking

We provide parking Monday thru Friday from 6 am to 6 pm in the side lot and front parking lot. The spaces are labeled for Bluefish members and require a parking decal that is available at the Front Desk.

We kindly ask all members not to park in spots not labeled for Bluefish Fitness Club. If you park in a non-Bluefish space, that particular space holder reserves the right to tow your car. We are not responsible for cars towed from non-Bluefish parking spots.

Membership Cards

As a member only club, we ask that you bring your membership card with you and scan it in at the front desk each time you visit the facility. This allows us to know how many of our members are using the club as well as to provide you with an attendance report should you ever need one.

If you lose your membership key tag, please let us know and we will gladly replace it.

Guests

Your guests are welcome at the club. Simply have them sign in at the front desk. Our member guest fee is \$10.

Club Accounts

Instead of bringing money to the club each time you come in, you may establish your own club account with a credit or debit card.

With an open account you will be able to take drinks, bars, smoothies etc... from the juice bar. The items will be debited from your account.

If you would like to obtain a pre-paid member account, please see a front desk staff member to set one up!

Sports lounge

Kick back and stay a while! Our lounge boasts free Internet service, healthy shakes and bars with an unparalleled view of historic Charleston Harbor. It's the perfect place to catch up with friends and/or build your professional network.

Please note: Bluefish is an adult only health club and children are not permitted in the facility. Please understand that your child may not "hang out" in the lounge while you are working out. This is a liability for us and for your child.

Locker Rooms

Our locker rooms are equipped with keyed lockers, plush towels, complimentary hair dryers; wet clothes baggies, and toiletries by Petra.

Petra products are cruelty free and contain no animal by products.

Handicap Access

Wheelchair access is available through the front elevator located on the first level of the parking garage or the inside elevator located downstairs. There is a wheelchair lift inside the club from the first floor to the main floor.

Freeze Time

Members may freeze their membership for any reason **one time** per 12-month contract. The maximum time a membership can be frozen for travel or a non-medical reason is **3 months**. If you require a medical freeze we ask that you please obtain a note from your doctor for our file with the amount of time needed for recovery.

You may freeze your membership by continuing payments **as scheduled** and have the frozen time added on to the end of your membership.

You may also freeze your membership **time and payments**. The time will be added to the end of your membership contract and the payments will resume at that time. There is a \$15 fee for each month of frozen time that will be billed directly to your account monthly during the time period the account is frozen.

Club Rules and Etiquette

Please check-in at the front desk every time you come to the club to workout. If you lose your key tag we will be happy to provide you with a replacement.

When you arrive at the club with a guest, please bring them to the front desk to have them sign our guest register & take care of any associated guest fees.

Proper workout attire is required. Jeans, sandals and flip flops are not appropriate.

Please do not request certain music or stations. We cannot accommodate everyone's personal taste. If you are particular about the music you listen to please consider using an IPOD when you workout.

Please refrain from loud grunting or shouting. Profanity is prohibited.

Absolutely no chalk of any kind is allowed in the facility

Please do not drop dumbbells on the floor in the weight area. This is disturbing to others trying to workout and is very disruptive to our neighbors downstairs. If you cannot properly lower the weight you are lifting please ask for a staff member to help you with your workout.

We provide BlueFish Fitness Coaches to help you achieve your goals. No outside Coaches are allowed to work with members in this facility.

Please wipe sweat off the equipment after use. Gym wipes are located on the main floor and cardio area of the Club. Sweat towels are provided for your convenience in both locker rooms.

Please replace all weights and/or accessories when finished. Do not leave weights on the machines or bars. Please put dumbbells back on the dumbbell rack. If you remove any of the weights or accessories from the Group Fitness rooms please return them when you are finished. All members are welcome to use the group fitness rooms when there is not a scheduled class.

All others to work in - please do not monopolize equipment.

Please do not bring your children under the age of 18 to the club to wait while you workout. We cannot provide childcare nor can we be responsible for your child while you are not with them.

If you would like to have your 13-17 year old exercise at BlueFish they must be working with a Fitness Coach or supervised by a parent or guardian at all times. Please see management for details.

If you must have your cell phone with you during your workout please have it on vibrate so your calls do not disturb others.

We value your feedback. If you have ideas, suggestions or complaints please see a manager. We also have a suggestion box at the check in desk if you prefer to leave your comments there.

As a private club, we reserve the right to revoke any membership if we deem necessary.



Should you hire a Fitness Coach?

If you want to lose weight, get healthy and/or build muscle, hiring a coach can be a step in the right direction. Our Fitness Coaches assess your fitness level, create a personalized program for you and keep you motivated.

Coaches can also provide crucial support with guidance on reaching your goals, education about strength training, cardio and basic nutrition, accountability and ways to help track your progress.

All of our Coaches are certified through **NASM (*National Academy of Sports Medicine*)**, the gold-standard for certification for health and fitness professionals.

NASM certification means that our Coaches have a comprehensive knowledge of human movement science, functional anatomy, physiology and kinesiology, as well as functional assessment and program design.

Fitness Coaching Retainer Memberships

- *all sessions expire monthly**
- *sessions may not be transferred or shared**
- *minimum commitment 3 months, maximum 18 months**
- *all sessions 30 or 50 minutes**
- *set or floating training days/times**

2 coaching sessions per week

\$275 30 minute sessions / max 9 sessions per month
\$500 50 minutes session / max 9 sessions per month

3 coaching sessions per week

\$350 30 minute sessions / max 13 sessions per month
\$750 50 minute sessions / max 13 sessions per month

- ***"The doctor of the future will give no medicine, but instead will interest his patients in the care of the human frame, in diet, and in the cause and prevention of disease." ~Thomas Edison~***
- ***"Eighty percent of success is showing up." ~Woody Allen~***
- ***"Even if you're on the right track, you'll get run over if you just sit there." ~Will Rogers~***

Fitness Coaching Packages

Purchased a la carte

- *sessions expire 90 days from date of purchase
- *sessions can only be shared/transferred between shared contracts
(couples or families)
- *24 hour cancellation policy required

30 minutes \$45 per session
\$300 package of 10

50-60 minutes \$75 per session
\$600 package of 10

Jacob's Ladder



Jacobs Ladder vs. Versa climber

Both units simulate a form of climbing and offer a comparably aggressive workout. Both units are low impact on joints. Both exercises offer the training athlete an unlimited higher end speed. Both units coordinate upper and lower extremities. Jacobs Ladder puts the subject at a 40 degree angle thereby taking stress off of the lower back and knees. Jacobs Ladder gives the user a constant 12 inch step, giving a complete range of motion. Jacobs Ladder has been viewed as a less boring workout because of the natural ladder climbing motion instead of reciprocating movement.

Jacobs Ladder vs. Step mill

Both units are designed to simulate climbing and offer a comparable aggressive workout. Both units can be used to increase strength. Jacobs Ladder has no upper end speed limit thereby giving the athlete the option of training either aerobically or anaerobically. Jacobs Ladder places the subject on a 40 degree angle thereby taking stress off of the lower back and knees. Jacobs Ladder gives a constant 12 inch step height versus an 8 inch step height thereby increasing the range of motion and increasing strength at the end of the range. Jacobs Ladder gives the option of getting an upper body and lower body workout.

Jacobs Ladder vs. Elliptical

Both units are low impact on joints. Both units have the option of getting a full body exercise or concentrating on a lower body workout. Jacobs Ladder places the subject on a 40 degree angle thereby taking stress off of the lower back and knees. Jacobs Ladder has no upper end speed thereby giving the athlete the option of training either aerobically or anaerobically. Jacobs Ladder gives the user a constant 12 inch step giving a complete range of motion. Jacobs Ladder can be used to increase strength at a greater rate.

Jacobs Ladder vs. Treadmill

Jacobs Ladder places the subject on a 40 degree angle thereby taking stress off of the lower back and knees. Jacobs Ladder has no upper end speed thereby giving the athlete the option of training either aerobically or anaerobically. Jacobs Ladder has automatic speed control and an automatic stopping feature. Jacobs Ladder gives the user a constant 12 inch step forcing a complete range of motion. Jacobs Ladder can be used to increase strength at a greater rate. Jacobs ladder is low impact on joints. Jacobs Ladder can be used as both an upper body and lower body workout.



VERSA CLIMBER

It's all the fitness you need.

As more Americans try to control their expanding waistlines, health club members undoubtedly are desperately sweating it out on cardio pieces like treadmills, elliptical machines, and spin bikes. Exercisers who routinely use the treadmill or lower-body only elliptical machines work their lower bodies exclusively, which means that they won't burn as many calories or engage more muscle groups as they would on a total-body machine, assuming equal durations and intensity levels. Even with some elliptical machines that include moving handlebars, many users end up with their arms simply going along for the ride while their legs are powered by momentum- again, essentially amounting to reduce effectiveness, lower calorie expenditure and a false sense of obtaining a beneficial personal goal-achieving workout.

The vertical trainer solution

While treadmills, elliptical machines and bikes are mainstays on any fitness center's floor, club owners are smart to enhance their cardio line-up and equip members with total body vertical climbers. With numerous new improvements and design enhancements, today's vertical trainers meet the needs of every level exerciser. Some models feature a shorter step height and extended upper body range of motion (27 inches of vertical movement) making it ideal for overall club users, or other models which provide their users a greater range of training versatility and intensity levels for aggressive workouts.

Consider these numerous benefits of the versatile vertical climber:

- Provides true total-body workouts, where users can actively engage more muscle groups overall for better conditioning and caloric expenditure.
- Facilitates vertical training against gravity- essentially where users must push and pull their body weight- no opportunity to "cheat" and extraordinarily effective exercise.
- Offers a wide range of step heights- from one to 20 inches- for variety and virtually unlimited intensity levels to meet the needs of beginning exercisers to high performance elite athletes.
- Optional seat for non weight-bearing total-body exercise, padded side hand rails for pure stepping workouts and arm extenders for users of up to 6'9" in height.
- Interactive voice module that simplifies getting started, includes various motivating program options and virtually operates and functions as a personal trainer by giving instruction and feedback on performance.

Furthermore, scientific research has demonstrated that vertical training has several advantages over other cardiovascular machines:

- Lifting the arms above the heart and head (as opposed to horizontally in front of user) enhances circulation and maximizes cardiovascular conditioning.
- Vertical climbing for just 20 minutes or less uses all major muscle groups and is more effective and time efficient than other cardio equipment like treadmills, elliptical machines, steppers and bikes.

