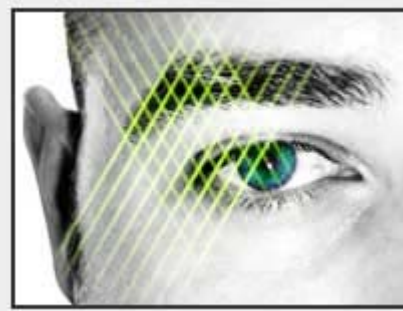


📌 Iris Recognition

ASF International is constantly striving to bring its clients the most innovative products and services to help run their clubs. We are currently looking into the possibility of using iris recognition as an alternative to membership cards or fingerprint scanning for logging attendance. With that in mind, ASF would like to hear your feedback about this type of technology. Would you like to use it in your club? How do you think your members would respond to iris recognition? Please email your comments to rachelles@asfint.com.



📌 Visit ASF for Training! ^ top



Are you coming to Denver to attend ASF's training series June 22nd and 23rd? Training onsite at ASF is an invaluable experience. Here are a few comments from clients that have visited in the past:

"Well worth the trip! We learned so much in only two days and realized that we are not using your services to their fullest capacity. You have a fantastic

group of people and the hospitality was superb! We'll be back for more."

"Good job! Everyone was great. I'm impressed with your attentiveness to our issues and your willingness to accommodate your customers."

This **free** training series is great for new employees, or existing staff that would like a refresher course on **ClubPRO 3000®** and the **Online Business Center**. During this two day event, you'll also have the opportunity to meet face-to-face with our Client Support staff, and tour our office to see how your payment processing and collections are accomplished. Space is limited, so please RSVP to rachelles@asfint.com by May 15th if you're interested in attending .

📌 Make Pass A Friend® a SUCCESS! ^ top

As many of you already know, **ASF's Pass A Friend® (PAF)** program is an excellent way to solicit member referrals. But did you know that there are steps you



Recipient of the **iHRSA** 2005 Merit Award

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- ➔ [Tech Support 101](#)

Support Departments

MEMBER SUPPORT:

(Customer Service)

1-800-525-8967

membersupport@asfint.com

CLIENT SUPPORT:

1-800-527-6898

clientsupport@asfint.com

TECHNICAL SUPPORT:

1-800-474-4273

techsupport@asfint.com

SALES & MARKETING:

1-800-227-3859

sales@asfint.com

CLIENT TRAINING:

1-800-227-3859

training@asfint.com

Recommended Books

The HR Answer Book: An Indispensable Guide for Managers and Human Resources Professionals by Shawn A. Smith, Rebecca A. Mazin



"The HR Answer Book" addresses 200 questions every employer needs to know.

can take to ensure that the program will be a success?

Here are a few ideas to help **PAF** be a hit in your club:

- Are your prizes for referring members something they would value? While it's tempting to spend as little money as possible on prizes, **PAF** actually works better if you offer more valuable prizes. Some ideas for prizes: free personal training sessions, time extensions at the end of a member's contract or discounts on supplements and other pro-shop items. If you have the room in your club, or in the locker rooms, we suggest you post information about the **PAF** program and the prizes that will be awarded to referring members.
- Are you scanning the temporary passes as they come in? By scanning each prospect's pass into **ClubPRO 3000®**, you can gather important contact information about them for your sales staff to follow-up. There are also a variety of reports in the **Online Business Center** that can help you track the effectiveness of your program and find out which members should be awarded prizes for **PAF** referrals. In order for these reports to be accurate, it is important to make sure your staff is scanning passes as prospects come into your club.
- Is your staff promoting **PAF** to new members? We recommend keeping a few **PAF** samples (which you can get from ASF's Client Support department) in your sales area, so you can show new members what they'll be receiving in the mail. Educate them about how the program works and what prizes they could receive. It's also helpful to keep reminding your members about the **PAF** program. As members come into the club to work out, ask them if they've received their **PAF** mailer and if they've given out their passes. You can also remind members about the program in your club newsletters or bulletin boards.

Sign up for the **PAF** program before May 15th and receive a 10% discount off an entire membership base mailout. Contact Client Support at 1-800-527-6898 for details.

ASF Client Spotlight on Henry Castro, *Knockout Boxing and Fitness* [^ top](#)

This month we'd like to debut a new feature in our newsletter: the ASF Client Spotlight. Being a small business owner is often challenging and how you deal with difficult situations can determine if you've got what it takes to make it in this competitive industry. In this new feature, each month we'll talk with an **ASF** client about the challenges they've faced and find out how they've overcome these obstacles, highlight their accomplishments and look at how they got to where they are today.



Henry (far right) with his business partners Eric Oliver and Anthony Teixeira, along with Sheriff Lee Baca.

Henry Castro, founder of **Knockout Boxing and Fitness** with five locations in southern California, recently appeared on NBC's "Today" show to demonstrate his new women's weight loss program **KO 101**. This innovative program combines boxing, fitness and a customized daily journeybook to build confidence and discipline, and helps women achieve their weight loss goals. This national recognition is a huge accomplishment for a small business owner.

from recruiting and hiring and termination, compens benefits to training and er relations. Accessible and (on-the-job companion off guidance on all types of "j issues. "The HR Answer B easy-to-use problem solv read cover-to-cover or as reference in specific situa' appendix of tools, templa of additional resources co excellent and valuable gui

Pocketbook Power: How to Reach the Hearts and Minds of Today's Most Coveted Consumer – Women



While women make up 52.1 percent of the U.S. population, they con thirds of the nation's disp income. In "Pocketbook P author describes how fem power has radically transf face of advertising and m the past several decades. compelling demographic & information with eye-oper entertaining "tales from tl she explores how the adv responded to a female-do marketplace. Industry sec industry sector, Kanner di successful approaches the used to reach women con apparel, financial services technology, and more.

[VIEW COMPLETE BOOK LIST](#)

Let's find out through a Q & A session what type of roadblocks he's run into on his way to success

ASF: Can you tell us about the most difficult challenge you faced as a club owner?

Henry Castro: Probably the most difficult thing was finding the right capitalization person or group.

ASF: What impact did this have on your club?

HC: It didn't really affect the front lines of the clubs-they look great, but it did limit our advertising budget.

ASF: Why was it important to overcome that challenge?

HC: You need to do some marketing in order to have a solid base to grow from and establish a strong program which members will talk about with their friends and family.

ASF: What was the goal for your clubs?

HC: To create a unique product that is really inviting and effective, and add a twist of excitement and energy that allows us to be able to sell it in any market.

ASF: How did you go about achieving this goal?

HC: We minimized all expenses and really focused on building the bottom line. We also got a great group together and built a solid team that believes in our vision and are willing to see it flourish. Once that happened, we could present to investors with not just a vision, but a reality. Another thing we did that helped a lot was to get involved in the community. That got us a lot of publicity and our clubs were able to remain in the public eye.

ASF: Where did you turn for help with this solution?

HC: My partners and I have been in the consulting and equipment business for a long time, so when the time was right we showed the right people a product well on its way to being a powerful force in the business.

ASF: What impact has this had on your clubs?

HC: It's really helped us value each day more. Knowing the struggles that this problem had presented to us, we'll continue to bet on what we believe and our vision.

Check out Knockout's "Today" Show segment. [Click here to view.](#)

Do you have a success story you'd like to share with ASF? We'd love to hear about it and include your club in a future newsletter's Client Spotlight. Please contact rachelles@asfint.com if you'd like to be featured

Tips from the Training Department ^ top

Based on client feedback, we are pleased to announce the following new software and online features.

- Through the **ClubPRO 3000® Online Business Center**, you can now set a draft date for one-time account charges. From your Client Home Page, click on the Account Inquiry button, select the appropriate member's account and click on the Account Charge button. From this screen simply enter the dollar amount, description and the date you would like the draft to occur. This new feature is great for members who need to work around their paycheck deposits and need to schedule down payment drafts or other one time charges.
- The **Online Business Center** also has a new reporting feature to assist club owners that reward members for frequent attendance. You can run the **Attendance By Sign/Begin Date** report for members with "X" number of visits for the month to see members that are eligible for

