

Global Aging: The Biggest Untapped Opportunity in the Fitness Industry

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President, Functional Aging Institute

Owner Miracles Fitness



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20 years industry experience

Over 100 presentations internationally

Over 30 published articles

2005 IDEA Program Director of the Year

Advisory Boards for National Posture Institute, International Council on Active Aging, Act!vate Brain and Body, ACSM, CFES, WCAA

Editorial Boards: IDEA, Faith and Fitness Magazine, Boomerbloomer.com



Dan Ritchie, PhD, CSCS

16+ years experience – personal trainer,
manager, owner

Certified Strength and Conditioning
Specialist

FallProof Balance and Mobility
Enhancement Specialist

Enhance Fitness Master Trainer

2014 PFP Personal Trainer of the Year

Act!vate Brain and Body Advisory Board



FAI

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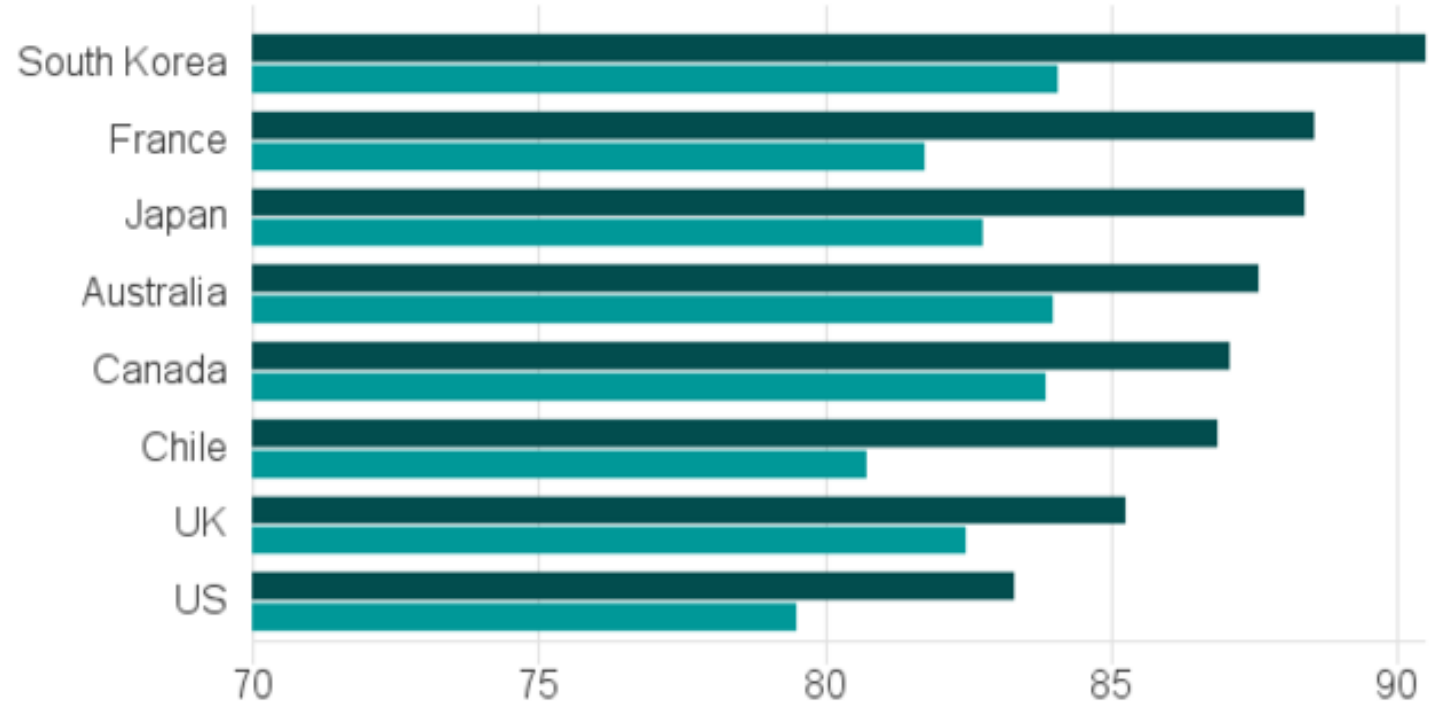
How Long Will You Live?



Are you
really ready
for the
longevity
revolution?

Average life expectancy at birth by 2030 (in years)

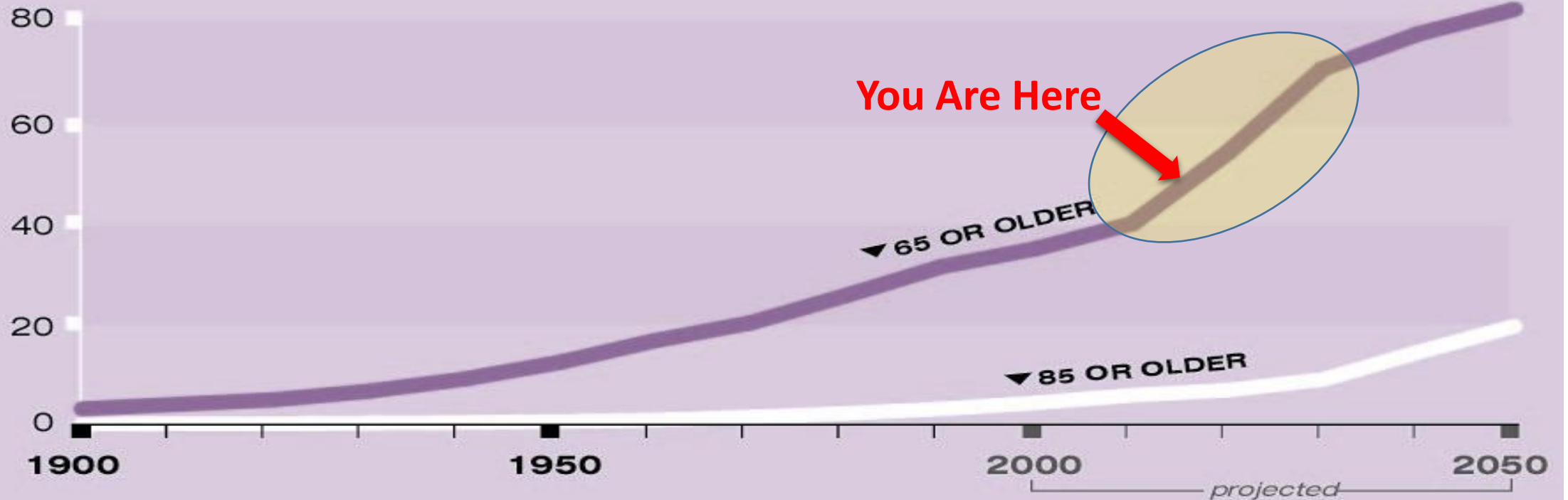
■ Women ■ Men



Source: Imperial College London / World Health Organization

BBC

Total number of persons age 65 or older, by age group, 1900 to 2050, in millions



Note: Data for the years 2000 to 2050 are middle-series projections of the population.

Reference population: These data refer to the resident population.

Source: U.S. Census Bureau, Decennial Census Data and Population Projections.

BIG & GETTING BIGGER



TODAY:	50+	100M
--------	-----	------

20 YEARS:	50+	Growth Rate
	18-49	+34%
		+12%

1946-1964

Currently Ages 57-75

76,000,000+

The Perfect Storm

Numbers

Need

Desire

Finances

Lack of Competition





AGELESS
FITNESS

Proven Done for you Business Models

Marketing

Sales

Programming

How to add an additional \$75-\$150K in
revenue during your down times!

Galapagos Islands?



The
Unfit&Unhealthy

But they want to
check off that one
last Bucket list
item

Mount Kilimanjaro?

- The Adventure Seekers
- Quality Family Time
- But they need Expertise
- They will pay for Expertise



Market Segment - Grandparents

- Grand parenting is the most positive stage in life
 - Huge emotional connection
- They are highly educated and still working
- Legacy – transfer of values now
- Strong desire to provide experiences with grandkids
 - Do they have the physical abilities to do so?
- Don the Tottering ole grandfather





Market Segment - Couples

- Remains the most important relationship in their lives
- Want to spend time together in a healthy and productive way
- Still want their individual needs and interests to be met
- May have different functional abilities and health conditions
- Travel, leisure activities, intimacy, family, “adventure”

The Mature Market Needs Fitness

Arthritis

Dysfunction

Obesity

Hypertension

Cardiovascular Disease

Dementia



Diabetes

Cancer

Osteoporosis

Fibromyalgia

Falls

Parkinson's

The Mature Market Needs Fitness

80% have at least
one chronic health
condition

50% have 2 or
more chronic
health
conditions

Boomer Health

Source: Canadian Heart and Stroke Foundation 2013



85%

OF BOOMERS REPORT
EATING TOO FEW
VEGETABLES AND FRUIT



62%

SAY THEY ARE
OVERWEIGHT OR
OBESE



NEARLY
1 IN 5

BOOMERS ADMIT TO
EXERCISING LESS
THAN ONCE A WEEK



30%

SAY THEY ARE
OFTEN OR ALWAYS
STRESSED



80%

THINK THEIR DOCTOR
WOULD SAY THEY ARE
HEALTHY

Boomer Health



52% say they get
no physical activity

Higher rates of:

HTN

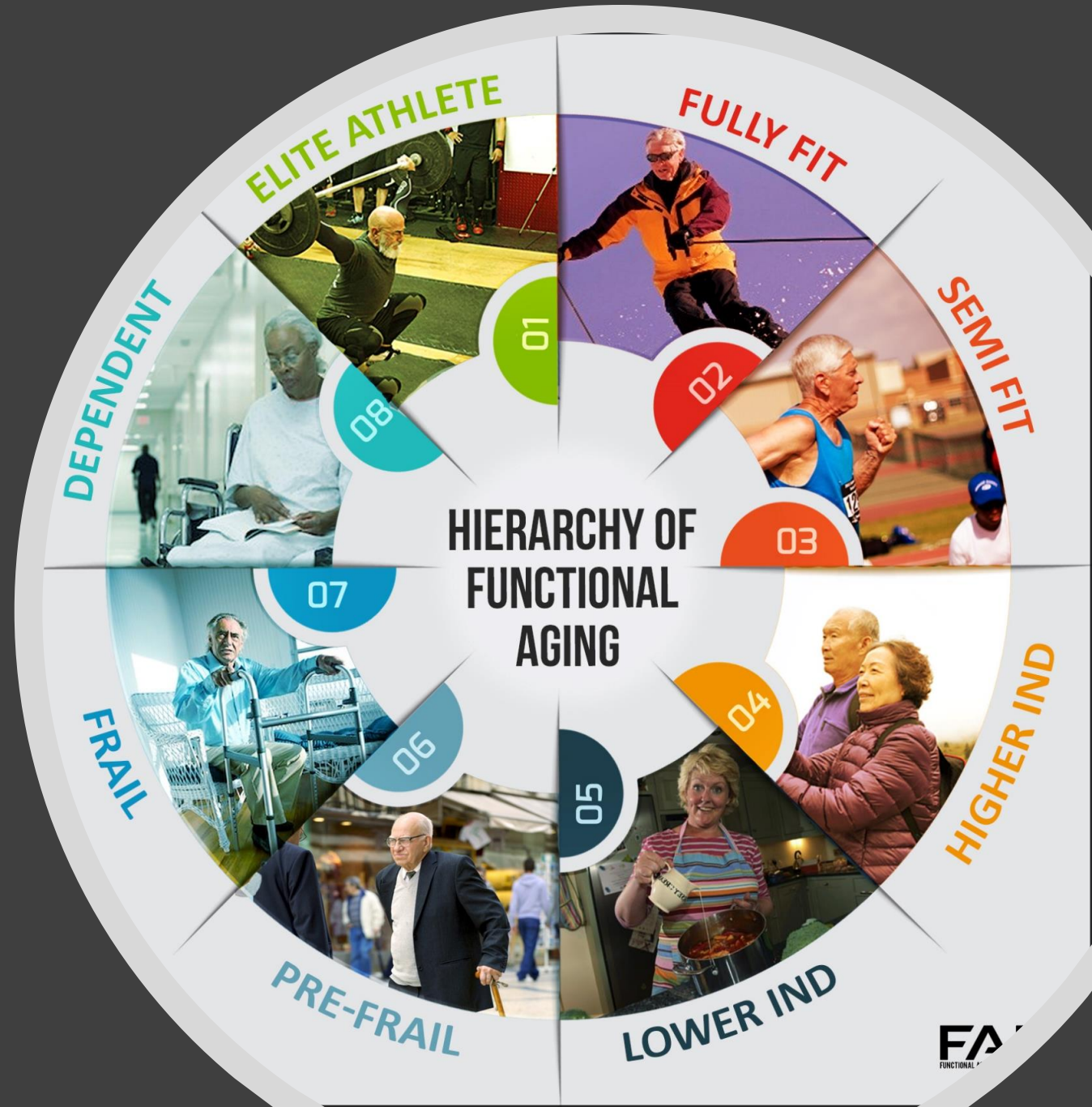
HCL

Diabetes

Obesity

Source: JAMA (NHANES data)

Hierarchy of Physical Function



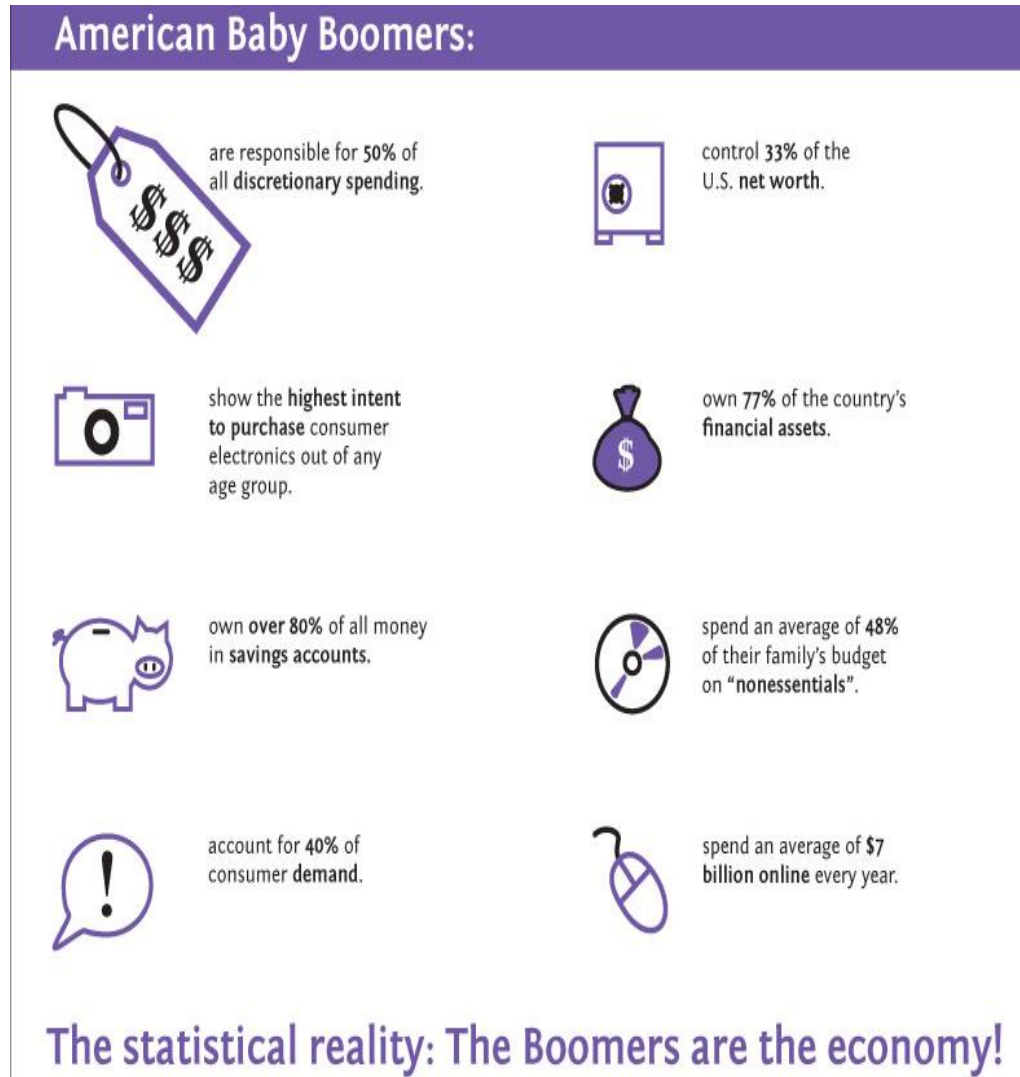
The Mature Market Wants What Fitness Can Give Them

- ✓ Health and Longevity
- ✓ Peak Experiences
- ✓ Quality of Life
- ✓ Travel
- ✓ Quality Family Time
- ✓ Productivity
- ✓ Peace
- ✓ Sexuality
- ✓ Hobbies
- ✓ Adventure
- ✓ Work/Volunteer
- ✓ Function
- ✓ Energy
- ✓ Life Experiences

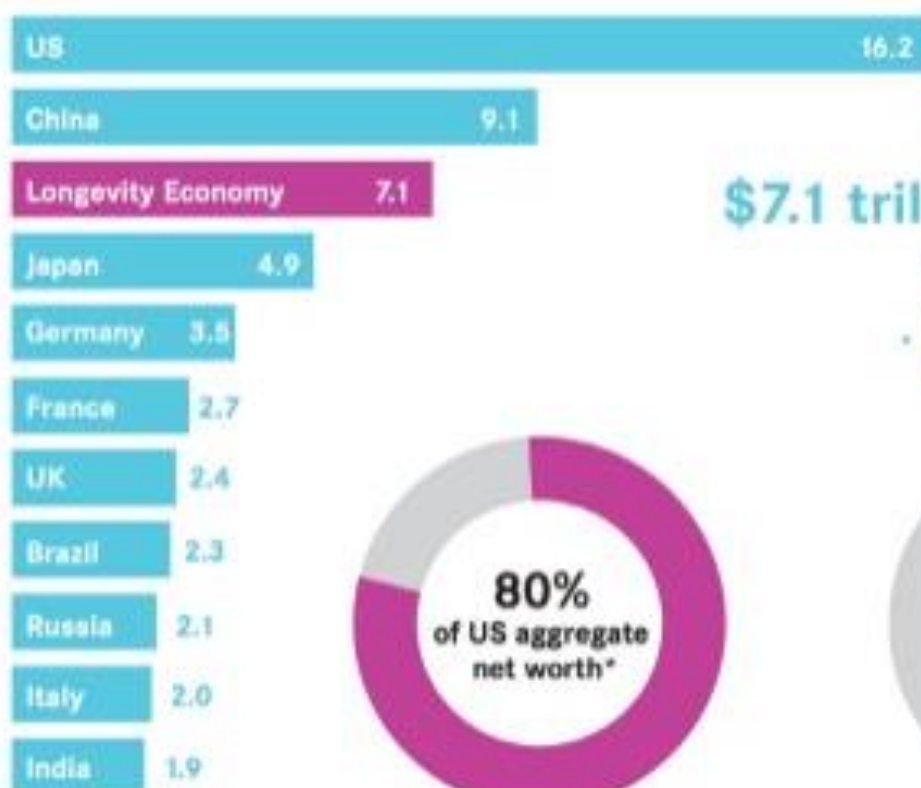
NLW2D

Need to Do
Like to Do
Want to Do
even.....Dream to Do

The Mature Market Can Afford Fitness

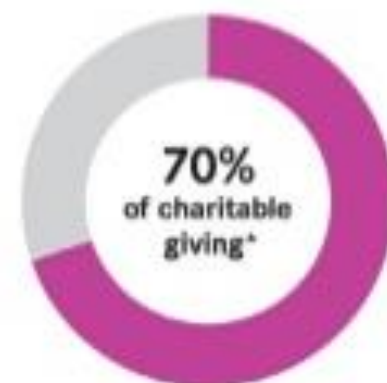
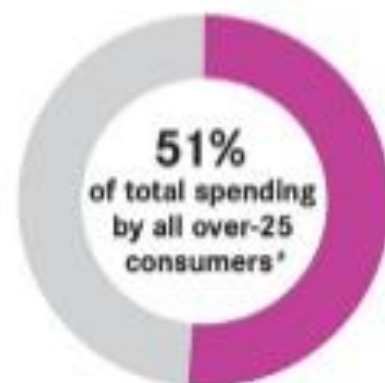


What is typically the number one objection when selling fitness programs?



The 50+ is responsible for over \$7.1 trillion in annual economic activity:

- \$3.0 trillion in consumer spending
- \$1.6 trillion in health care spending



“Boomers don’t want to just spend money on the things they need; they have the dollars and the desire to splurge on the things they truly want.” - Bloomberg (Sept 17, 2013)





WHAT FUELS MY PASSION?

THESE TWO WOMEN ARE
APPROXIMATELY THE SAME AGE.

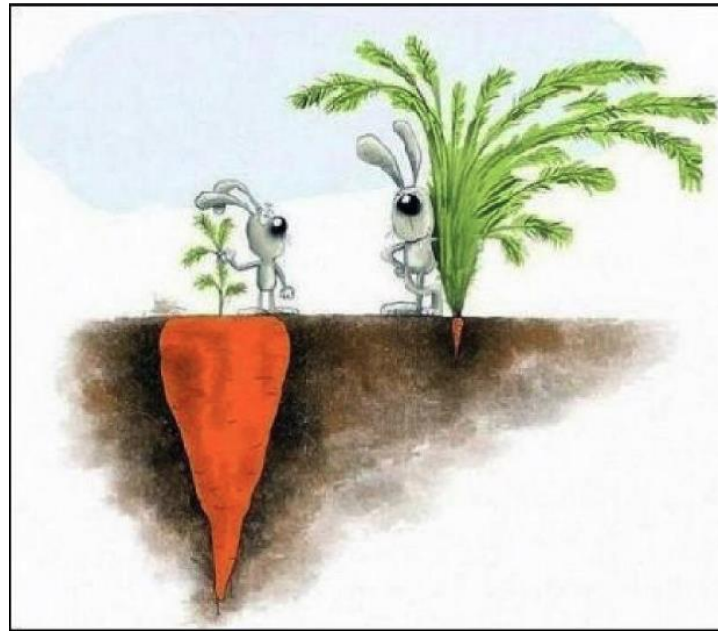


Which life are you designing?

Which would you choose?

Quality

Quantity



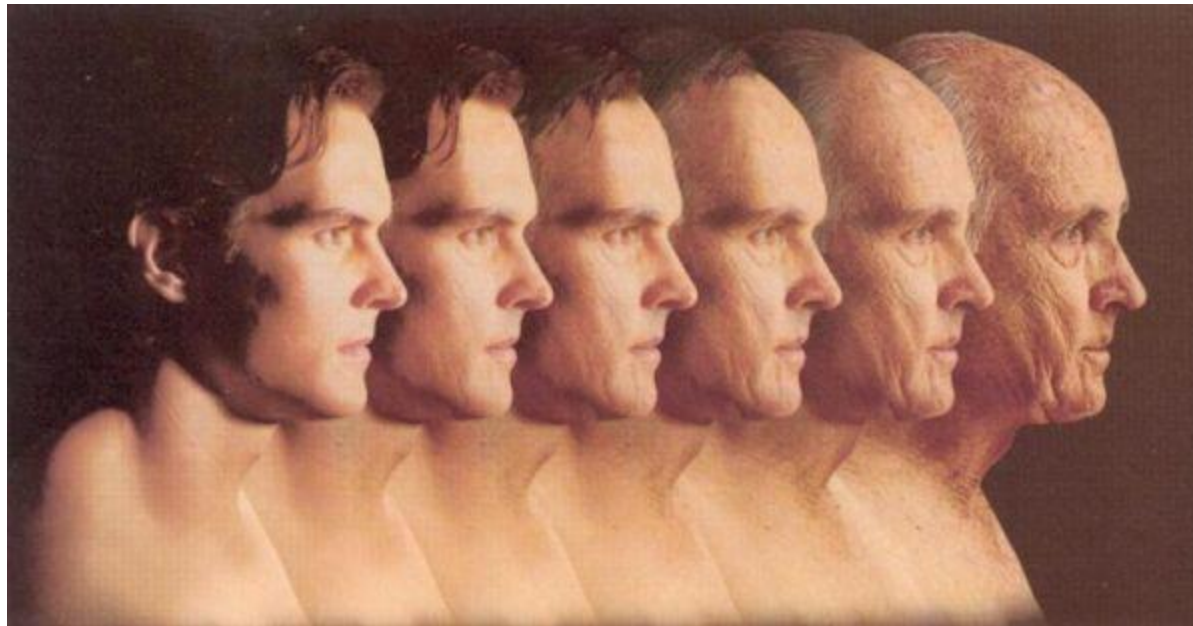
Functional Longevity

Maintaining your ability to do what you *need* to do, what you *want* to do and what you *like* to do as late in life as possible.



Genetics and Aging

- Account for 25% of aging



Primary vs. Secondary Aging



The Research Says...

Have we oversold the benefits of late-life exercise? (2001)

Critical review of 31 studies

- Impairment – Strength, ROM, Aerobic capacity, body comp
- Function – Walking, chair rise, balance
- Disability – Physical, social, emotional, overall

Results

- Impairment: Very Strong
- Function: Strong but inconsistent
- Disability: Weak and inconclusive

Systematic review of PRT in older adults (2004)

Pooled data from 62 trials

- Randomized controlled trials
- PRT with subjects aged 60+

Results

- Large positive effect on muscular strength
- Small to moderate effect on functional ability
 - Strength gains do not equate to similar functional gains
- No evidence of an effect was found for physical disability

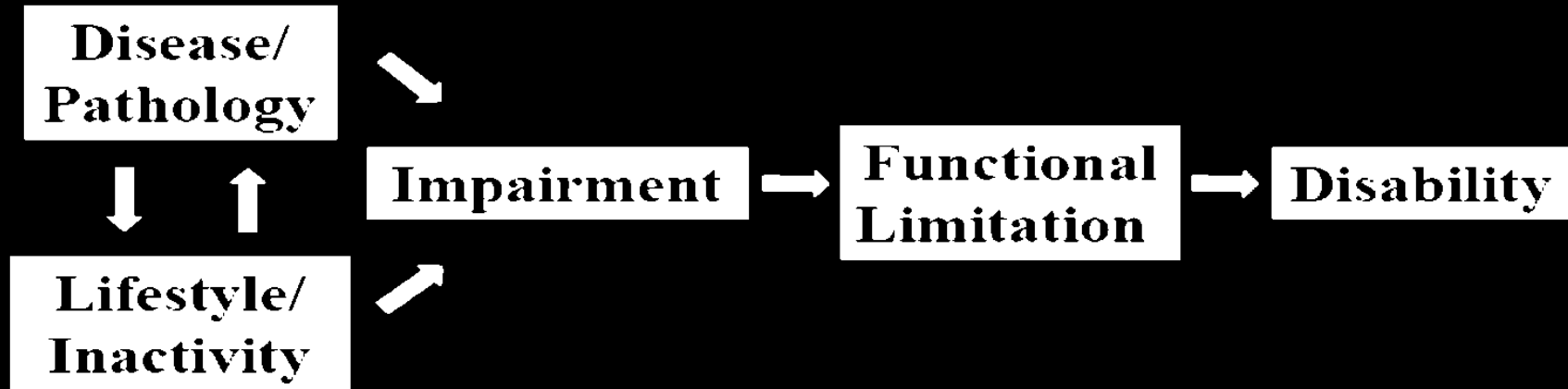
Exercise: necessary but not sufficient for improving function and preventing disability? (2011)

Key Points:

- There is consistent and convincing evidence that older adults and adults with knee OA who engage in strength training or aerobic exercise are able to decrease pain and increase strength and physical function
- The effects on strength, pain and function, though, are modest, at best
- It is not clear that exercise interventions alone will minimize or prevent disability
- Exercise may be necessary but not sufficient in minimizing or preventing disability. **Effective interventions for minimizing disability are scarce and novel approaches are needed**

The Nagi Model

Revised, Rikli and Jones, 1997

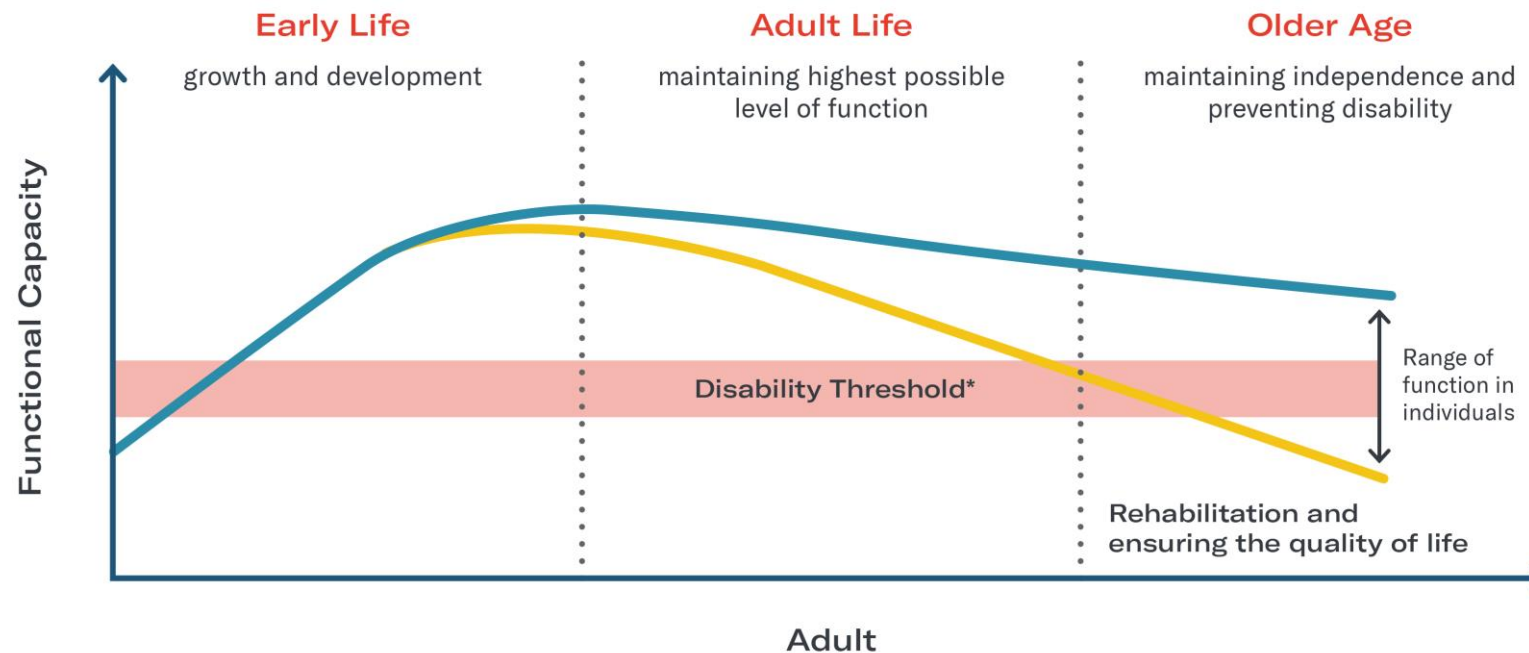


What Impairment Level Factors are Vital for Function?

- Muscular Strength
 - Concentric
 - Eccentric
 - Isometric
- Contractile Velocity
 - Acceleration
 - Deceleration
- Muscular Power
- Muscular Endurance
- Aerobic Power
- Flexibility
- Joint Range of Motion
- Coordination
- Reaction Time
- Motor Control
- Proprioception
- Somatosensation
- Vestibular control
- Vision
- Mobility
- Agility
- Balance
- Stability
- Gait
- Postural Control



What is your Aging Trajectory?



You want to
be in the
upper half...

1-4



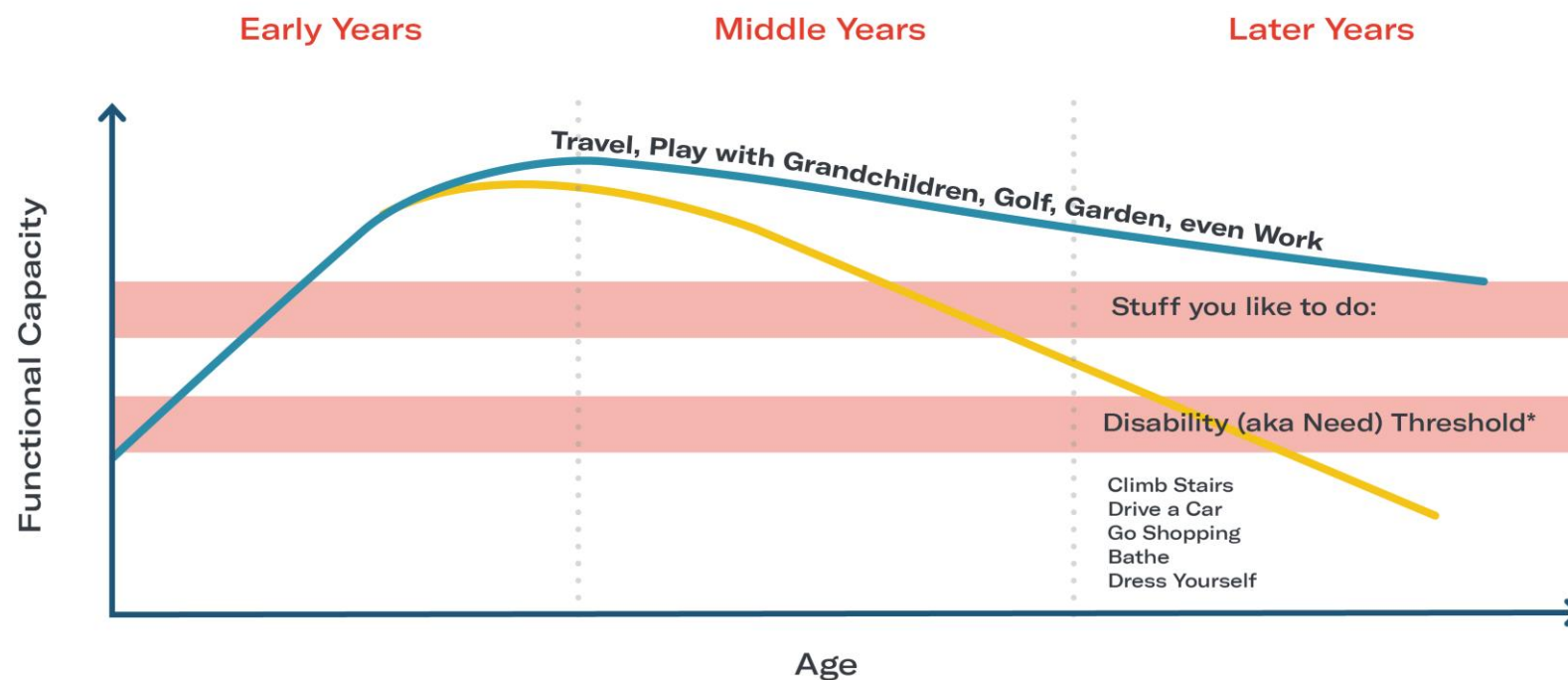
How do we ensure Functional Longevity?



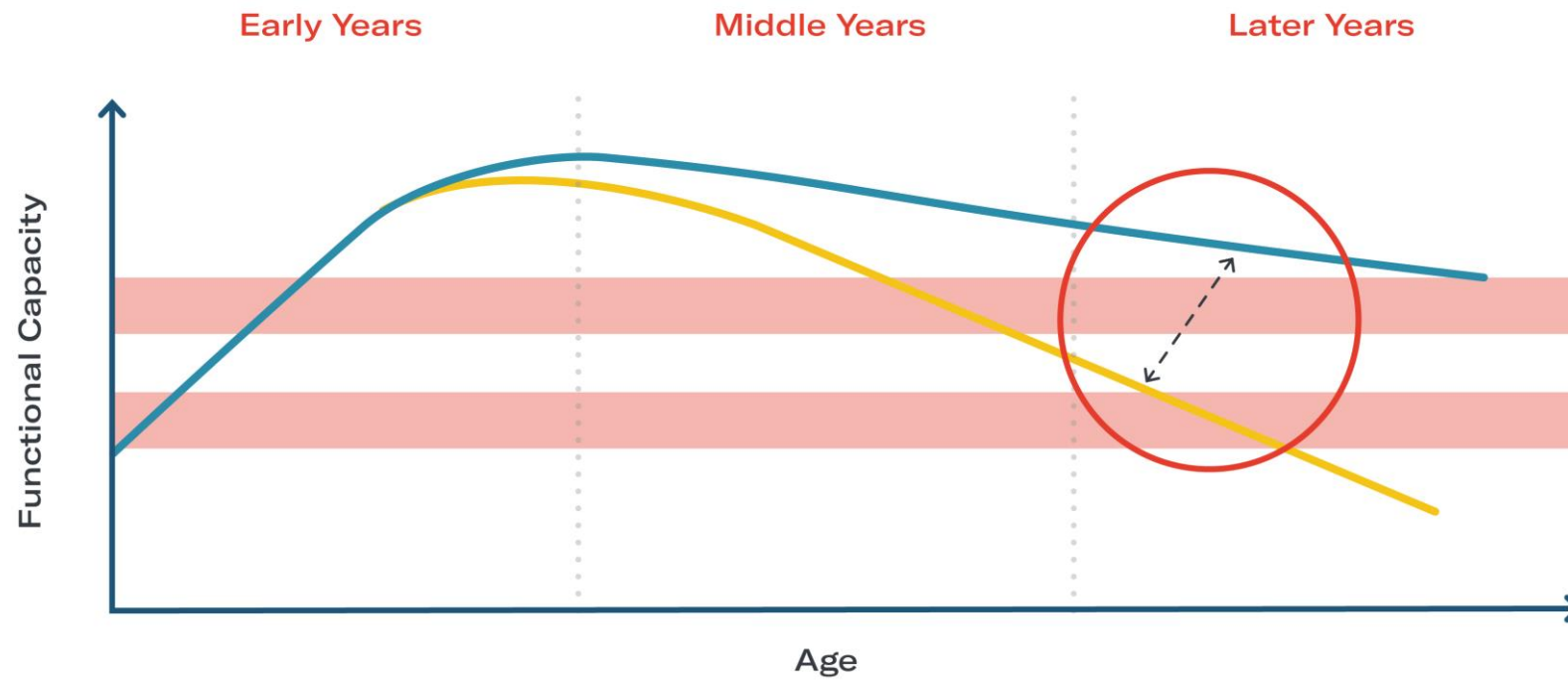
Maintaining your ability to do what you:
NEED to do
WANT to do
LIKE to do
As late in life as possible.

$$\text{⚙️ Quality} + \text{↕ Quantity} = \text{🕒 Functional Longevity}$$

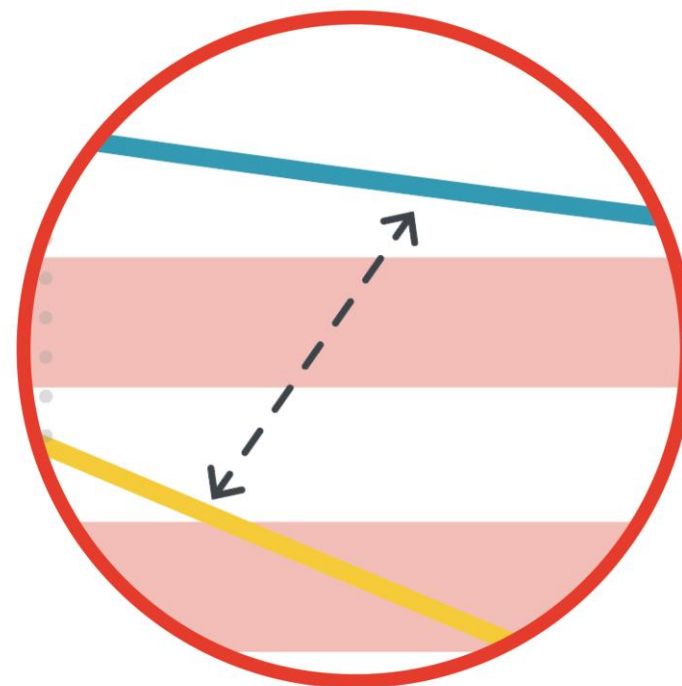
Functional Trajectory of Aging



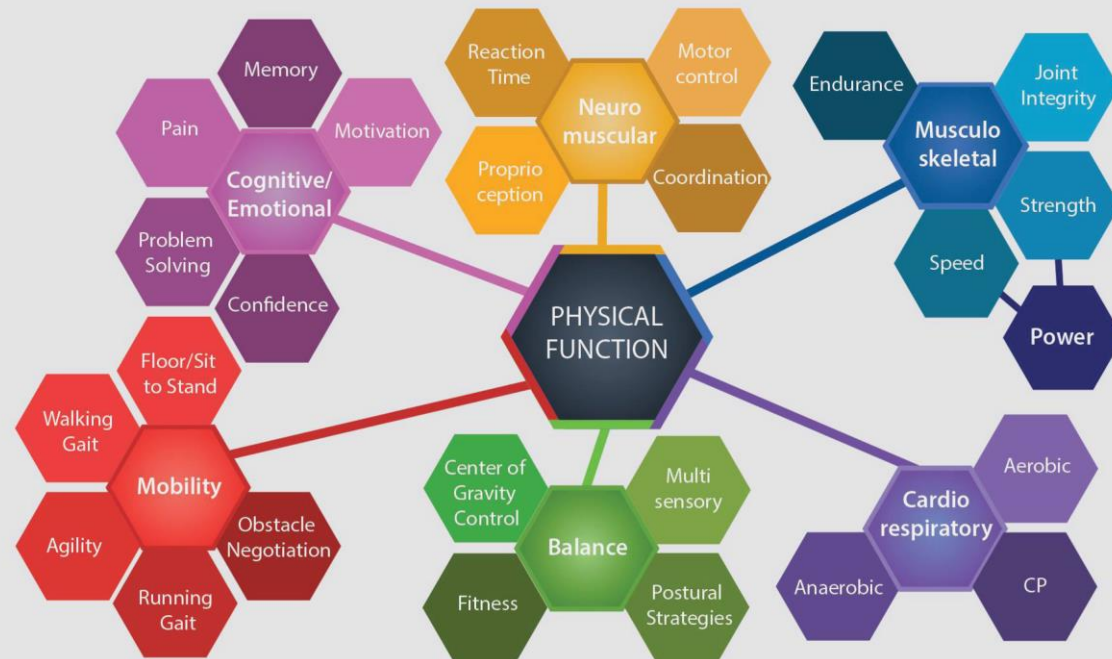
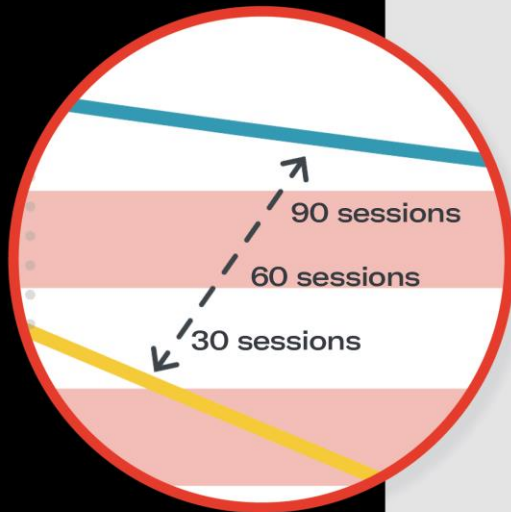
Functional Trajectory of Aging



From your
Current Trajectory to
your **Future Trajectory**



Training the 6 domains of Function... overtime can change your Trajectory





**"AS YOU GROW OLDER,
IF YOU DON'T MOVE,
YOU WON'T MOVE."**

Yvonne Dowlen,
90-year-old Figure Skater

**AGELESS
FITNESS**

Photo: Vladimir Yakovlev/Yvonne Dowlen



**WORK OUT.
YOU'LL LIVE LONGER.**

**AGELESS
FITNESS**



I am not training for a 5k.
I'm not chasing a record.
I'm not trying to impress you.

I'm saving my life.
I'm lengthening my life.
I'm improving my quality of life.

**AGELESS
FITNESS**

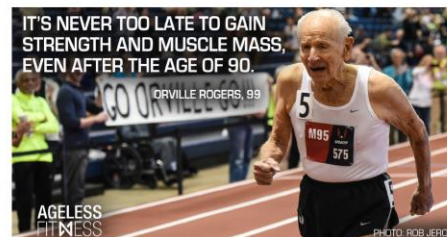


**"Posture is important
as we age. I workout
twice every week."**

John Corse, 94
World record holding
masters swimmer
and practicing
attorney

**AGELESS
FITNESS**

Photo: Eney Jones



**IT'S NEVER TOO LATE TO GAIN
STRENGTH AND MUSCLE MASS,
EVEN AFTER THE AGE OF 90.**

ORVILLE ROGERS, 99

**AGELESS
FITNESS**

PHOTO: ROB JEROME



**TODAY IS THE
YOUNGEST YOU
WILL EVER BE.**

**AGELESS
FITNESS**

GET MOVING..



**IF YOU DON'T
TAKE CARE OF YOUR BODY,
WHERE ARE YOU GOING TO LIVE?**

**AGELESS
FITNESS**



**YOUTHFULNESS
IS ABOUT HOW
YOU LIVE.**

**NOT
WHEN YOU
WERE BORN.**

**AGELESS
FITNESS**

Karl Lagerfeld



**NO MATTER
HOW SLOW
YOU PROGRESS
OR HOW MANY
SETBACKS YOU
ENCOUNTER, YOU
ARE STILL WAY
AHEAD OF EVERYONE
WHO ISN'T EVEN
TRYING.**

**AGELESS
FITNESS**



**YOU CAN'T
TURN BACK THE CLOCK
BUT YOU CAN WIND IT UP AGAIN.**

"TURBO GRANNY"
Japan's Mitsu Morita,
92-year-old World Record Holder

**AGELESS
FITNESS**

Photo: Japan Masters Athletics

4 Cornerstones

1. An in-depth **UNDERSTANDING** of the aging process and its implications for exercise
2. A **RECOGNITION** of the desires, goals and aspirations that accompany the third age
3. A strong **BELIEF** that people can be fit, healthy, vibrant and functional at any age
4. An **APPROACH** to exercise that is grounded in evidence and honed with experience.

2 Pillars

Specificity

- SAID
- How you train is how you gain
- Correlation of the exercise to the functional goal

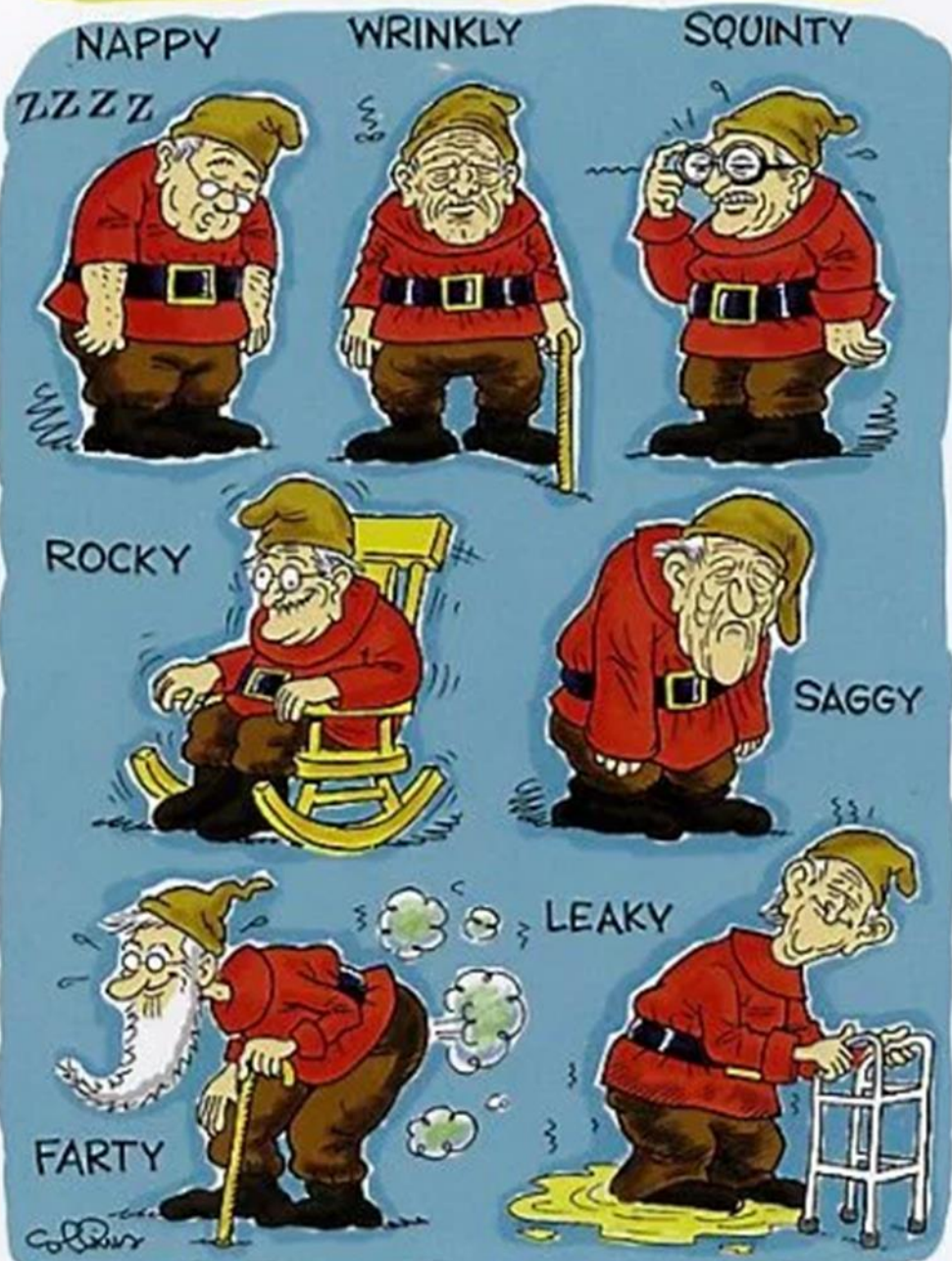
Progressive Overload

- Body adapts to overload (at any age)
- Overload must be progressed in order to stimulate further improvement

7 Key Principles

1. Assess, prioritize and train ALL components of function
2. Make purposeful decisions for every aspect of training
3. Integrate movement patterns (train in all 3 planes) to prepare for functional demands
4. Include isolation-type exercise movements as supplementary and complementary rather than the primary component of the routine
5. Perform exercise movements in a seated position only when absolutely necessary or when it serves a specific purpose
6. Order the session according to energy level with more complicated, multi-component movements occurring earlier and less complicated, isolation-type movements occurring later
7. Maximize client safety and success by taking a holistic approach to training

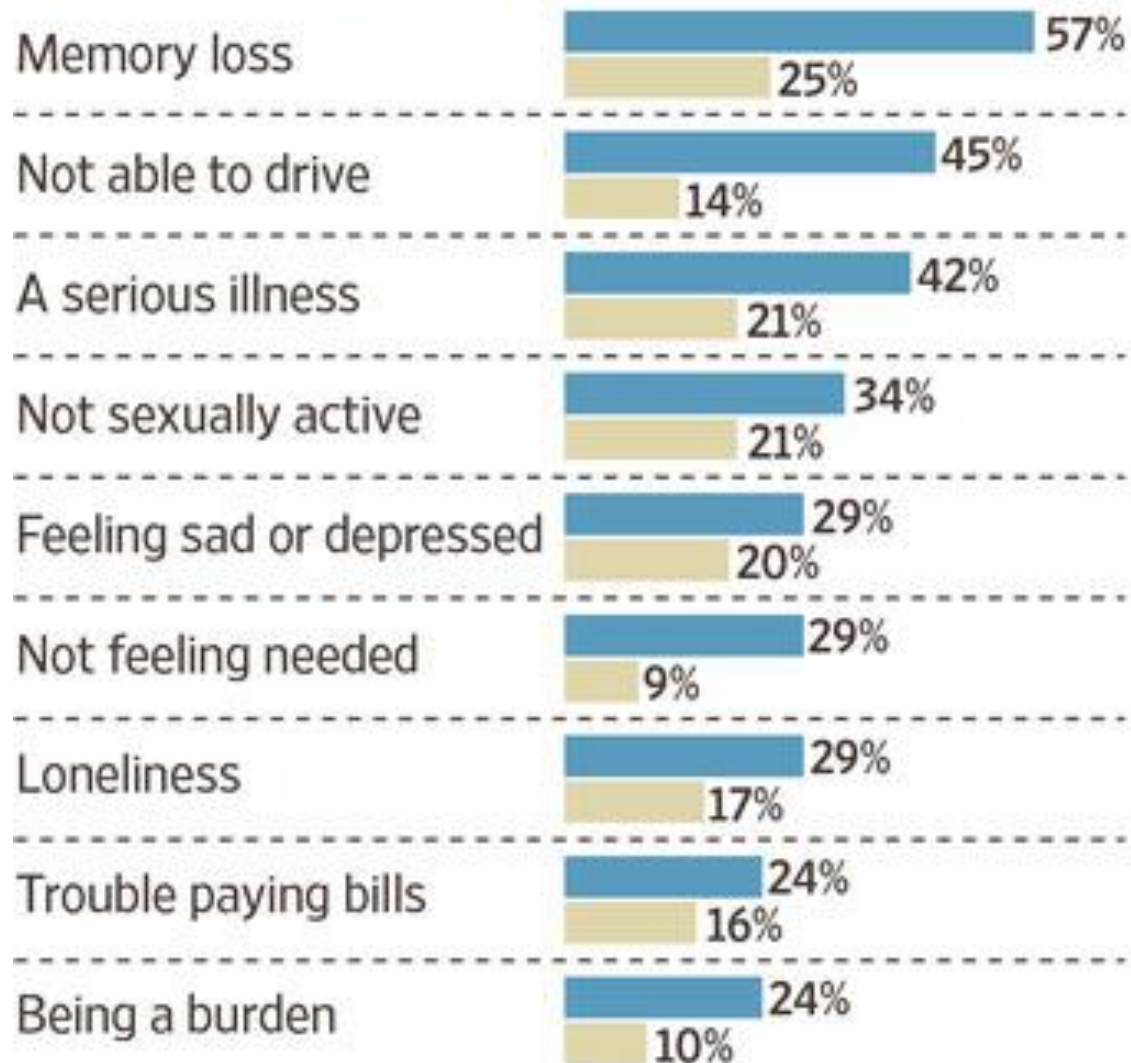
7 DWARVES OF OLD AGE



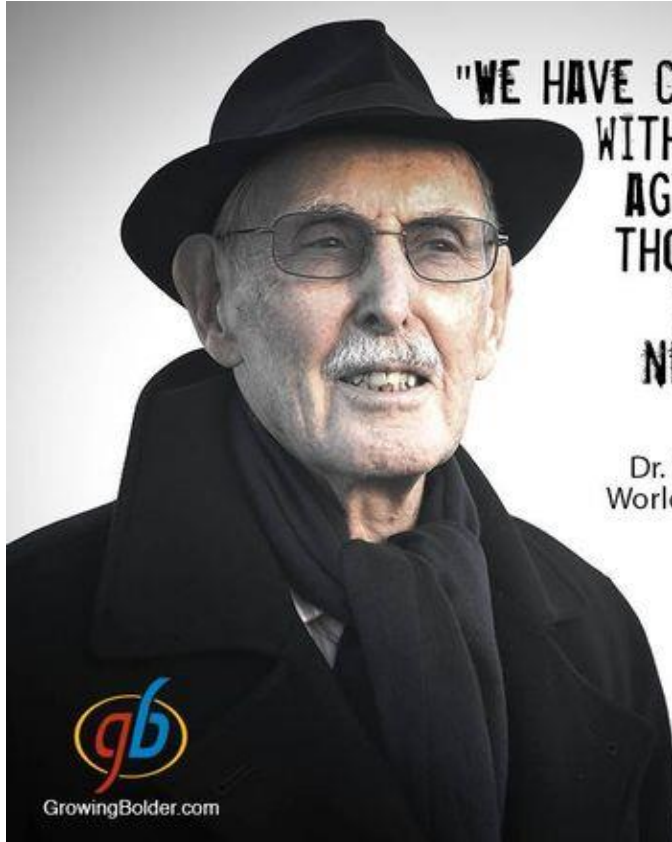
Problems? What Problems?

Many people assume they will face setbacks in later life, but many older adults find that isn't the case

■ Ages 18-64 expect... ■ Ages 65-plus experience...



Positive Aging Paradigm



**"WE HAVE CONFUSED ILLNESS
WITH THE PROCESS OF
AGING, WHICH CAN BE
THOROUGHLY HEALTHY.
ILLNESS IS NOT A
NECESSARY PART OF
AGING!"**

Dr. Charles Eugster, 94-year-old
World Masters Rowing Champion




GrowingBolder.com



**I DON'T WAIT
FOR THE NEXT
THING TO HAPPEN.
I MAKE IT HAPPEN.**


MAKE IT HAPPEN.
GrowingBolder.com

BANANA GEORGE BLAIR
98 YEARS OLD
JAN. 22, 2013

IDA'S LONGEVITY SECRETS:

Ida Keeling, 99
World Record Holder

"EAT FOR NUTRITION,
NOT FOR TASTE. DO WHAT
YOU NEED TO DO, NOT WHAT
YOU WANT TO DO AND DON'T
LEAVE OUT YOUR DAILY
EXERCISE. LOVE
YOURSELF."



GrowingBolder.com

"THE
STEREOTYPES
OF WEAK
OLDER PEOPLE
HURT US ALL.
I LIKE
SHOWING
YOUNGER
PEOPLE
WHAT'S
POSSIBLE."

Johanna Quaas
88-Year-Old Competitive Gymnast



GrowingBolder.com



BONUS 10-PAGE Olympics Preview! FEBRUARY 10, 2014

People

**She's
How
Old?**

Christie AT 60!

ALL HER STAY-YOUNG SECRETS

After three kids, four husbands and a tough decade, Christie Brinkley looks this good. How she does it, and how she has found inner peace: 'At this age I do whatever I feel like'



**THE
SUPERMODEL
IN 1979!**

CHRISTIE BRINKLEY
IN NEW YORK
JANUARY 18, 2014

SHAPE

SHAPE
YOUR
LIFE

100+
SPRING
BEAUTY
AND
STYLE
TIPS

Sharon Stone

**56 & HOTTER
THAN EVER!**

HER STAY-SEXY
SECRETS INSIDE

**LEAN LEGS,
TIGHT TUSH!**
Super-Fast
Firming Plan

**BOOST
YOUR BANK
ACCOUNT!**
Smart
Money
Moves

AGE- PROOF YOUR BODY

The Best
Moves
& Foods
To Do It!

16 INSTANT ENERGY BOOSTERS

MARCH 2014
SHAPE.COM



Launch Gallery

Age-Defying Beauties



74410 51078 9
DISPLAY UNTIL MARCH 24, 2014

**METABOLISM
HOT SWITCH!**
IS YOURS TURNED ON?

www.shape.com

**Both of these women
are 74 years old... The choice
is yours to make**



So how does YOUR
ideal client interpret
their value needs
AND how does your
fitness program fulfill
them?

Identity

Relationship

Purpose

Adaptation

Energy

"Adding Distance To Drives And Years To Lives"



Brett Cohen ▶ PT Marketing Boot Camp

March 30 · 🌐

Nicole Gebhardt Dan M. Ritchie

These are my client avatars: meet Larry and Al. Larry is 57, loves golf, is a partner in a major law firm with offices across the country, lives on Madison Avenue and 61st street across from the Pierre Hotel, NYC and has a second home in the Hamptons. Al is 62, loves golf, he's an investment banker, lives on Park Ave. and 76th Street and share the floor of his 4 bedroom house in the sky with the actress Drew Barrymore. Al also has a house in the Hamptons. How much money do they make.. MORE THAN I CAN IMAGINE! Each one spend \$10,000 +/year for me to help them improve their golf game. I need a few good men like Larry and Al. Can you help me?

P.S. Al and Larry, they are the landing page of my website: www.fitnessbydesign.nyc

👍 Like 💬 Comment ➦ Share

👍 You, Shelley Lidgren Turk and 2 others

View 3 more comments



Brett Cohen I see one tomorrow at 8 am. and he about to renew his 3 month commitment.. Advice on what to say tomorrow?



Write a comment...





STARBUCKS COFFEE



Nisan Trotter

Lewisburg FBF



“An easy and beautiful way to add \$100,000 a year to my business”

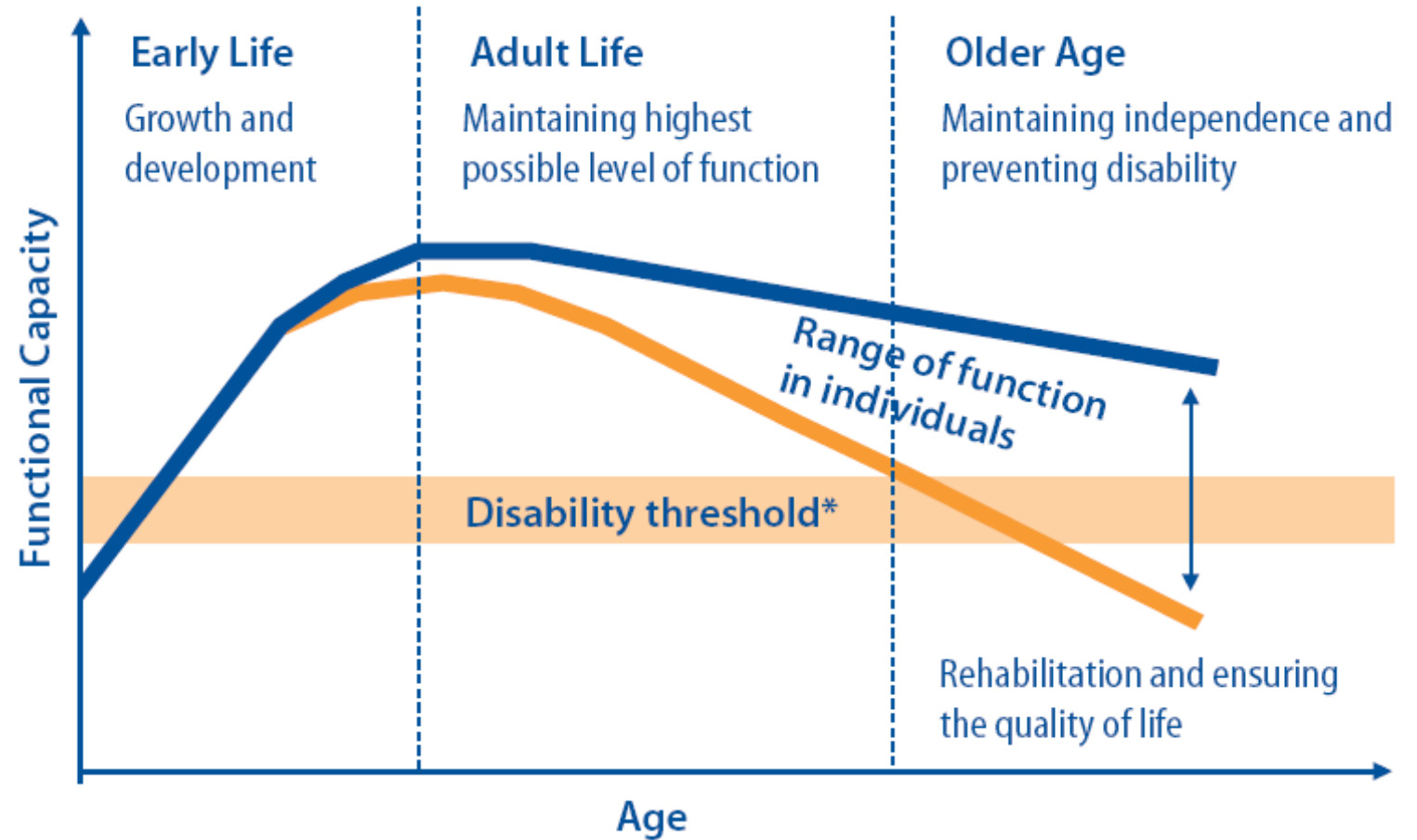
Joel Kotkas

Lethbridge FBF



“We have 87 members with a revenue of \$11,000 EFT. About 30% of our members are PIF memberships.”

What is your Aging Trajectory?





Shelley Turk (left) and Kirstie Prefontaine have reason to smile with the opening last fall of ProActive Fitness
(Photo by Sandy Hutchinson)

Over 50? Get ProActive about fitness

Cam Hutchinson
Saskatoon Express

Gyms and people older than 50 don't always get along. Shelley Turk has seen that first-hand.

To give the plus-50 crowd a comfortable place to work out, Turk opened ProActive Fitness in the Lakeview neighbourhood. Her clients tend to be those who were part of the fitness boom 35 years or so ago when aerobics were all the thing. Remember the spandex outfits, big hair and those headbands?

Turk worked for the past five years as a trainer at one of the city's popular gyms. She noticed her clients tended to be considerably older than those holding the majority of gym memberships.

She said ProActive Fitness has a different feel.



"We have a comfortable environment where people don't feel intimidated by the bodybuilder types or the bikini-model types. It is more comfortable to work out here."

Turk says there was a void in the fitness market for those in ProActive's demographic.

"The baby boomers were the ones that really started fitness back in the early '80s

— the Jane Fonda and all that. As they have aged and matured, the fitness industry hasn't kept up with them. They're still focusing on the 25 to 40 year olds, so there is nothing for these boomers anymore. I wanted to help fill that void."

ProActive Fitness offers group and individual training by appointment. She said the focus is on improving the quality of people's lives.

"I have a lot of clients that like to golf and play tennis, so we help them be able to do that for longer, and also things like adventure travel and even gardening and playing with their grandkids — getting up and down off the floor."

"It's not a typical health club workout where the focus is strength and conditioning and weights and cardio. We do that, but we also include things like balance, power, agility, flexibility and postural control because all of those components of fitness are what translates to better functional outcomes in real life."

It was six years ago when Turk, a lab tech, decided to turn her gym hobby into a part-time job.

"I've been a gym girl since age 21," she said. "I got certified as a personal trainer, because I was at the gym a lot and helping people a lot anyway. So I started doing one-on-one training there."

A couple of years ago, she discovered the Functional Aging Institute in the United States.

"These guys are PhD personal trainers and have done all kinds of research, so I have basically modelled my business after them. I provide the types of workouts their research has shown to provide the best possible outcomes for my clients. I got certified with them in 2014 and have been training that way ever since with really good results."

Turk feels she is making a difference when her clients say they are moving better.

"Within three or four weeks, they should be telling us things like they are feeling better, the stairs don't seem as hard and the doors don't seem as heavy and they are able to carry their groceries with more ease and get up and down after playing with the kids on the floor."

"There are some people that are concerned with weight loss; we can help them with that, too, but that's not the primary motivation for most of these people. They're not as concerned with six-pack abs or looking great in their bathing suits as they are with keeping up with people on the family vacation if they are going to go on a big vacation."

Turk said business has been good in the three months since she opened.

"We're getting steadily busier. Our average client age is still that 58, 59 mark and mostly female, but we have a handful of men as well."

"Groups are fun; they are 30 minutes, so they go by nice and quickly. We have a nice little community atmosphere here; everybody is getting to know one another."

ProActive Fitness is located at #5-3602 Taylor St. East (at the corner of Taylor Street and Kingsmere Boulevard). For more information, call 306-374-3013 or visit proactivefit.ca.

Shelley Turk Proactive Fitness

The First and only
Studio focused on the
50+ in Saskatchewan!
She had a 12 month
fall back!

Now on pace for
400k/year

2016 her first full
year in business.



Boomer Fitness owner Brian Stecker

On pace for \$650k this year.

From bootcamp, small group, and one on one.

Was a corporate one on one trainer for 7 years. Trained over 10,000 one on one session and burned out.

Now a thriving fitness community in less then 5 years.

2017 Personal trainer of the year.

Now has employed 4 full time employees and two part time.

The Aging Opportunity

- Traditionalist or silent generation (seniors)
- 28 million
- Baby Boomers
- 76 million
- Gen Xers (already turning 50)
- 64 million

Functional Aging Specialist Certifications



AGELESS FITNESS

The Aging Opportunity

- To Learn More about Ageless Fitness and FAI Training
- www.functionalaginginstitute.com

Functional Aging
Specialist
Certifications

FAI
FUNCTIONAL AGING INSTITUTE

FAI Programs

CEC's – ACE, AFAA,
NFPT, ACSM, NASM,
AFN, SCW

13 educational modules
5 hours of video

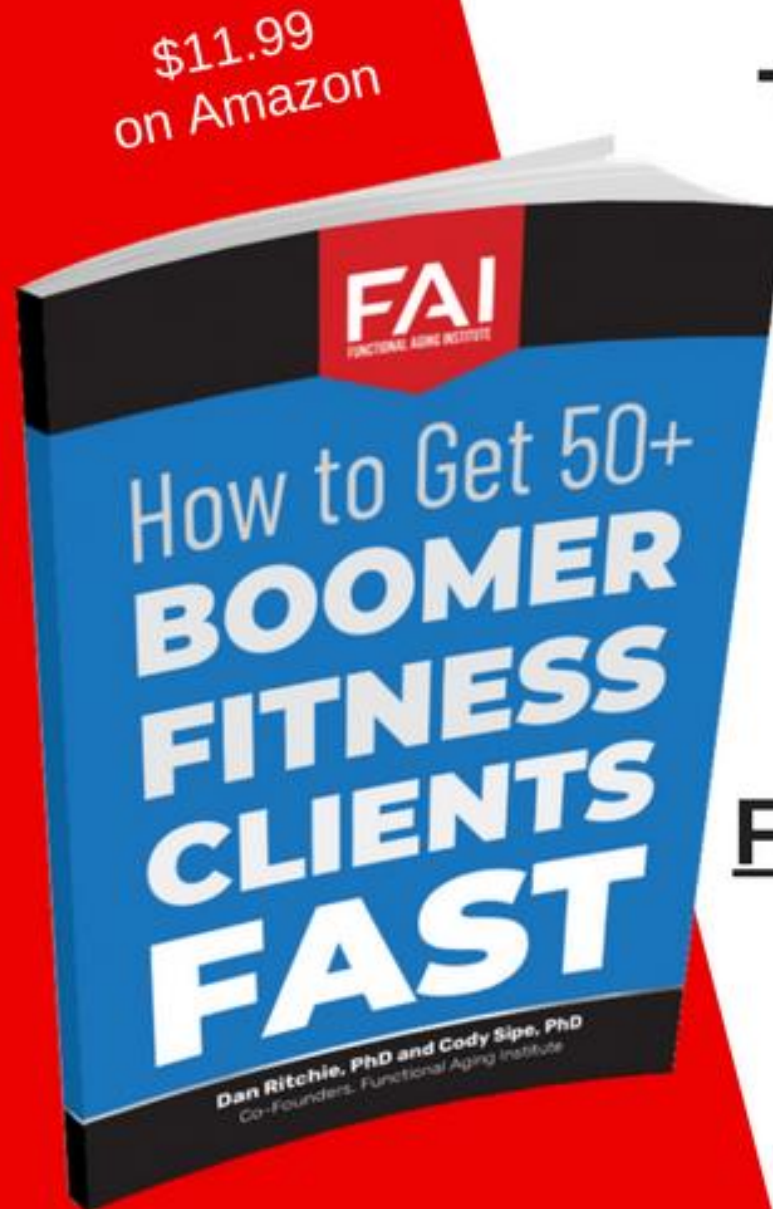
90 question online exam



- www.functionalagingsummit.com



Free Gift
For You



The **Marketing Blueprint**
for Personal Trainers
Who Want MORE
Affluent Clients

Download it for **FREE** here:

FASmarketingbook.com