

The Finish Line

May 2006

The official newsletter of



The Wellness Center

★ Mountain States Health Alliance

You're Invited!!!

*Come join us on Saturday, May 13th
from 1-4 p.m. to tour the new center!*

Come be a part of our first official EXCLUSIVE tour of the new Center! On Saturday May 13th from 1-4 p.m. all current Wellness Center members are invited to get a sneak peak of the new Center in MedTech Park! Come see first hand what you've been hearing and reading about.

Healthy News You Can Use: Exercise Speeds Up Wound Healing *Michael Hyek, General Manager*

As we age, the body's ability to heal wounds on the skin normally slows down. However, a new study has found that regular exercise may actually speed up the wound healing process in older people. In a recent study published in the Journal of Gerontology, a team of researchers at The Ohio State University followed the progress of 28 healthy people, aged 55 to 77 who had not exercised regularly for at least six months prior to the study. As part of the study design, 13 of them exercised three times a week for three months, while the other 15 made no changes to their physical activity habits during the same period. Each person received a small puncture wound to the back of the upper arm that was about one-eighth of an inch across and deep. The exercise group started exercising about a month before the wound procedure.

The study found that the skin wounds healed, on average, 10 days faster in the group who exercised. In fact, their wounds healed in 29 days compared to 39 days in the non-exercise group. According to the researchers, there is less chance that a wound will become infected when it heals quickly. This study is the first report of its kind that document this type of wound healing enhancement associated with exercise.

"Buy Now and Hold" Membership Promotion:

Do you know someone who is waiting to become a member when the new Center opens? Tell them to wait no more! The Buy Now & Hold promotion is an introductory offer that will allow anyone who has been waiting for our new Center to open, the opportunity to buy & hold a membership spot now and pay nothing more until the opening of the new center in July. If you know someone who is interested let them know the month of May is their chance for the greatest savings! For more information, please see one of our staff members.

Welcome to our new Membership Services Associate:

We are excited to announce the hiring of Kimily Dement as our new Membership Services Associate.



Kimily completed her BS degree at the University of Central Florida and has been involved in several community events, such as the Children's Miracle Network and Special Kids, Inc. Recently married, Kimily and her husband will be moving to the Johnson City area from Mars Hill, NC. Kimily's primary role will be to assist in the sales, marketing and retention programs in the existing centers and helping to facilitate the transition to the new Center in MedTech Park. Please help us make her feel welcome!

We're Going Electronic with our Billing System:

Since July 2005 when we introduced the electronic funds transfer (EFT) payment option, over 85% of our members have converted. Our goal is 100%! If you currently receive a monthly statement, ask a staff member how you can easily convert your monthly membership dues payment to a convenient EFT payment by credit card or bank draft. That's one less check to write and one less stamp to pay for.

For more information or to contact the Wellness Center, please call: 431-6668 (Market Street) or 431-3925 (Wayfield Drive) or visit our website at wellnesscenter.msha.com.

New Center Q & A: Can you tell me about locker availability in the new Center?

Many members are requesting information about the number of lockers, size of the lockers, and locker rental in the new Center so here is the information you have been looking for! Each locker room will have in excess of 250 total lockers that will consist of three different types. One portion of the lockers will be full-size combination-entry lockers for rent; a second portion will be half-size combination-entry lockers for rent; and a third portion will be daily use lockers which can be secured with a personal lock.

The full-size lockers are 6 feet tall and 1 foot wide with a depth of 20 inches (compare with an average size coat hanger which is 17 inches long). The half size lockers are 3 feet tall, 1 foot wide and also have a depth of 20 inches. In comparison, the lockers at the Market Street location are 3 feet tall and 1 foot wide with a depth of only 12 inches. All this adds up to more lockers, more options, greater convenience and more space for your personal belongings.

Answer this Question for a Chance to Win!

To earn a chance to win a month's membership dues, simply answer the question below, fill in your personal information, and turn into a staff member on your next visit! You will be automatically entered into the raffle to occur the last week of May.

How many lockers will there be in each locker room in the new Center? (Circle your choice)

1. approximately 100
2. approximately 150
3. approximately 200
4. approximately 250

Name: _____

Address _____

Phone Number: _____

To Breathe or not to Breathe

By Bob Watkins, Fitness Director

A common question asked by Wellness Center members is, "How should I breathe when I am lifting weights?" At one time or another, this question has confused nearly every individual who has ever participated in an exercise program. The general rule of thumb is to Exhale when your muscles shorten and apply force against the weight, and Inhale when your muscles lengthen and return to the starting position of the specific exercise. The simplest way to remember the pattern is, 'Exhale on Effort'. If you can remember that phrase and put it into practice, you will find it easy to complete your strength training exercises using the correct breathing pattern. However, if you still find it difficult to remember the sequence, just remember to breathe. Breathing in reverse is much better than not breathing at all.

Although breathing while performing resistance exercise is important, the question "how to breathe" is not as important as the question "why should I breathe". When a person attempts to lift any amount of resistance while holding the breath, he/she experiences added pressure in the thoracic (chest) cavity. When the breath is held throughout the exercise, the 'intrathoracic pressure' will increase resulting in a rise in blood pressure. The greater the effort (i.e. the heavier the resistance) the greater the rise in blood pressure. Therefore, maintaining a proper breathing pattern can help maintain appropriate blood pressure levels and improve overall safety during exercise. For more information about breathing technique or exercise technique please speak to any of our exercise professionals at The Wellness Center.

New Center Construction Update:

Construction continues to move along at a very brisk pace for the area's 75,000 sq. ft. premiere medically-based health and fitness complex! Here's an update on progress through April 26th:

1. All roofing installed.
2. State of Franklin side, curtain wall glass installation is 98% complete.
3. All interior stud work on the Wellness Center side is complete.
4. Dry wall installation is 95% complete in the locker rooms and downstairs common area.
5. All masonry in locker areas is complete.
6. Ceramic tile installation in locker room areas is nearing completion.
7. Elevators are installed and operational.



March Madness at The Wellness Center:

Our March Madness member incentive program was a great success with over 250 members participating! Congratulations to our winners including:

- ☆ Ann Booker & Cindia Dykes: \$25 gas cards
- ☆ Julie Kelly: One hour massage
- ☆ Carey Glover & Tory Vance: Free month's membership dues
- ☆ Janet Webb, Laura Sholes, Chris Lee, Peggy Voitlein, and Marilyn White: March Madness t-shirt

Congratulations to Mike Williams who won a free month's membership dues for answering last month's Finish Line question. It pays to read The Finish Line!