

MARCH 2019

# CLUB BUSINESS INTERNATIONAL

## Be a Brand Leader!

BRAND AUTHORITY  
DENISE LEE YOHN  
WILL SHOW YOU HOW  
DURING HER KEYNOTE  
PRESENTATION AT  
IHRSA 2019



**JASON DOLAN**, Co-founder, Director, Franchisor  
**Core9**, New South Wales, West Australia

► Jason Dolan, 35, served on the Australian Defense Force for 14 years, and, during that time, developed a deep appreciation for peak physical fitness. In 2013, capitalizing on his elite training expertise, Dolan launched a new health club chain, called Core9. His clubs not only feature a unique type of efficient, effective, and personalized workout, but also provide career opportunities for former military and emergency service personnel who are re-entering civilian life. Today, there are a total of eight veteran-owned Core9 facilities. Each offers flexible 31-minute programs that combine gymnastics, kickboxing, and military-style techniques that stress cardio, strength, and functional training. Dolan oversees the business, but continues to work with members of all ages to help them achieve their fitness goals. The company recently won the Australian Franchise Council competition, and is now participating in the 2019 International NexGen contest for franchisors under 35. Known to be tenacious, positive, and personable, Dolan “lives for the higher purpose of others.”



**ALEJANDRA FLORES**, Retail Coordinator  
**Steve Nash Fitness Clubs**  
Richmond, British Columbia, Canada

► Described by her boss as “a self-starter who’s committed to excellence in *everything*,” Alejandra Flores has proven a valuable asset to the Steve Nash Fitness Clubs since she joined the company when she was 19. Graduating from her first job as a front desk attendant, she’s accepted roles of increasing responsibility, including those of operations manager, district operations manager, and assistant general manager. In her current position, she makes purchasing decisions for apparel, retail items, and supplements for all 25 of the chain’s locations, enhancing member service and driving revenues. Flores, 25, was named the Steve Nash 2016 Top Operations Manager of



the Year; the 2016 Top Performer; and a Top 10 Sales Performer for February 2018. She’s also an avid participant in community fitness events and charity fundraising initiatives. “No challenge has ever stopped her, which is why she’s flourished so rapidly,” observes her supervisor, Nastasia Genova, the company’s vice president of fitness. Genova, herself, was among “2017’s Rising Stars.”

**LAYNE GARNER**  
Pilates Director  
**Claremont Club**  
Claremont, California

► Since her first day on the job in 2010, Layne Garner has been transforming the group exercise program at the Claremont Club. Her role at the time: assistant to the group exercise and Pilates director. “I fell in love with Pilates, became certified, was happy to teach in the studio, and was eager to challenge myself more,” she reflects. Now, as the club’s Pilates director, Garner has increased gross revenue by 354% since January 2017; hired, trained, and held onto eight new instructors; and implemented a successful teacher training program. The program not only generates significant revenue and a respectable net income, but also attracts high-caliber instructors, who, in turn, attract more participants. To increase access to Pilates for people of all abilities and budgets, she’s created a variety of training packages and class programs. “My goal was to update and rebrand the image of Pilates, and provide the vision and energy that would draw people in,” Garner explains. She’s succeeded.

