



**Where Good
Health Happens**

September-
October 2011

Valhalla News

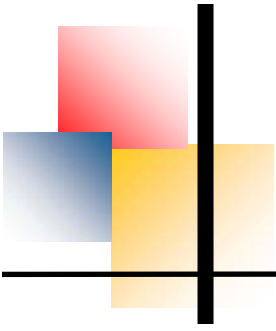
FROM THE MANAGER - JANET HANGEN

There are so many wonderful things happening at Valhalla thanks to our great members and staff.....

The staff and I would like to thank all of our members for a fun summer full of great workouts. We are so honored that you choose to make Valhalla your workout home.

The trainers are looking forward to having their vacationing clients back more consistently now that we have rolled into Fall. The kids are back in school and we hope you will reward yourself with a program update! It's a great time to focus on y-o-u by scheduling an appointment with a trainer or Yvonne, our Registered Dietician/ Nutrition counselor. You can not expect to make positive changes by continuing to do the same old thing.....Our educated and experienced staff has so much to share and teach you that will help you achieve your goals.

Dori and her Group Fitness Staff are rockin' the third floor with cutting edge classes. Have you tried our newest addition, BODY FLOW?. Too often we focus on strength and cardiovascular health, while forgetting the very important...flexibility and balance. As an instructor here, it is so gratifying to watch the participants increasing the range of motion in their hips, shoulders, hamstrings and low backs, improving their balance through practice, and increasing the strength of their entire bodies. DO something GOOD for your body and GET INTO FLOW!!! If you do, you will notice that your other workouts are becoming more effective, you are experiencing less hip and back pain, and you feel more "centered".



We are very excited to kick off our Fall series of Hikes with our new leader of the Hiking Club, Laurie Schultz! I am personally looking forward to enjoying exercising out doors every Saturday! Please join us. Ask the desk staff or visit our website for more information.

Wow! I hope you stop by the café and experience the fantastic sandwiches, salads, soups, etc that Diane and her staff have been whipping up. Fuel your body well at Loki's Lair!

I would last like to thank Natural Cleaning Solutions. Their staff works tirelessly to keep our club the cleanest around.

We all have many reasons we can be very proud to be members and employees of Valhalla Health and Fitness Club! I hope you enjoy your time here and make life-long friends.

Happy Fall!
Janet Hangen
Valhalla~ General Manager
jhangen@valhallahc.com

Just a friendly reminder: Please wear clean shoes into the building and please, no construction boots. We have had quite a bit of rain lately, so it is easy to track mud into our building...so, please wipe feet before entering. Thanks!





MEMBER NEWS

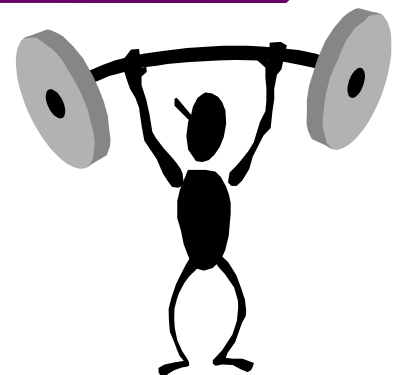
A Big Welcome To All Our
New Members Who Joined in
July/August

Jason Aulenbach
Nancy Boarder
Phet Bouarouy
Angelique Canonico
Alexandria Chen
Melania Gavrilovici
Michelle Gray
Rick Gromis
Heather Iswalt
Ashley Klein
Fred Mohr
Noi Pancerev
Lisa Pleiss
Debbie Quaglia
Clare Rose
Sue Stalnecker
Tara Ziegler
Kevin Hayes
Lisa Kulmane
Donna Pisarki
Daphne Fleck
Jon Fleck
Judith Fleck
Philip Fleck
Sonja Coulter
Sharon Holland
Paul Levengood
Diane Archer
Orion Boarder
Doris Cooper

Flo Frazier
Robert Holland
Gliceria Ransier
Paul Smith
Marie Baugh
Diedre Bowers
Terri Boyd
Brett Cloak
Lisa DeSano
Jeff Duncan
Paul Impellizzeri
Paula Lyons
John Manidis
Chris Nein
Anne Reiter
Viji Singh
Diane Stricker
Dejae Vickers
Stacy Wolfe
Erika Yorgey
Ronald Cirba
Sarah Cirba
Anaf Katiusa
Dan Larock
Ian Green
Yaseen Akkad
Elizabeth Bednar
Giuliano Grande
Andrew Nein

Nathan Shugars
Varun Singh
Brandy Vallely
Greg Baugh
Rich Fanaro
Beth Jones
Kevin Phillips
Heather Trone

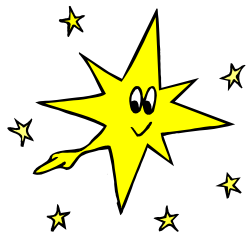
**Don't Forget To
Schedule Your
Personal
Training
Assessment !!**





MEMBER NEWS-(Con't)

**CONGRATULATIONS TO ALL
OUR STARS!**



Most Check Ins During July/August

Female: Joan Eshelman (79)

Male: Ryan Creal (98)

Female Silver Sneakers Member: MaryAnn Gregory (56)

Male Silver Sneakers Member: Michael Sheffer (43)

Stop By The Front Desk To Pick Up Your Prize

Don't Forget...

Membership Reward Program: You still have time to rack up points before the 3rd quarter is up! September 30th is the last day of the quarter. Remember—you need a minimum of 50 points to be eligible to redeem.

Member Happy Hour: 1st Monday of every month..join in for wine/beer and goodies from Loki's Lair Café. Next Happy Hour is Monday, October 3rd.

Bring A Friend Monday: 1st Monday of every month, bring a friend for free...it's always more fun to work out with a friend! If they join—you will get \$25!

MEMBER NEWS-(Con't)

Referral Program

1. Pick up a stack of 1 day passes at the desk
2. Hand them out to **EVERYONE** you know.

WHY?... PERKS!!

For each referral who joins, you will receive:

- \$25 for an annual contract
- \$15 for a short term option.

(Some restrictions apply-ask Sales Representative for details).

.....More Perks!

- **MONTHLY**– Referring member & new members will be entered into a drawing for a:
Sneaker Villa Gift Certificate!
 - **IF 5 or more of your referrals join as annual members, you will also get:**

15% OFF YOUR MEMBERSHIP DUES FOR 12 MONTHS

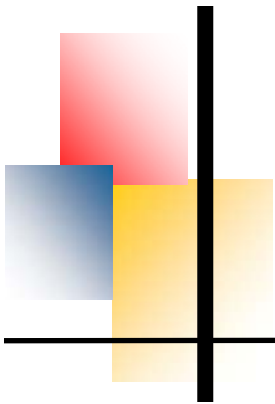
Refer a Co-Worker-

If your co-worker joins as an Annual Member
You BOTH will receive

- **15% off our standard dues**
- **Referring member-additional 5% off for 6 months!**

**Make sure your referral mentions your name
when signing up in order for you to
receive your "Thank you"!!**

Contact a Membership Sales Director: 610-779-6006



STAFF NEWS

Please help us welcome Kutztown University Intern Dean Braim. If you see him around the gym, please introduce yourself!

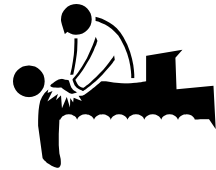
A warm welcome to Laurie Shultz to our Group X Team and new leader of our hiking club!

Loki's Lair Café welcomes Taryn Ervin and Ashley Hildebeitel to our team!



Warm wishes and congratulations from all of us at Valhalla to Jaret Crass and Lyndsey Snyder on their engagement. They will be getting married on October 14th, 2011. Both Lyndsey and Jaret have been part of Valhalla's family since opening in December 2006. We wish you much happiness!

MASSAGE NEWS



Here's a great reason to schedule a massage!



MASSAGE IS HEART HEALTHY!

How does massage affect the cardiovascular system?

Vasodilation: Superficial blood vessels become dilated as a result of reflex action to increased blood flow.

Improves Circulation: Massage improves blood circulation by mechanically assisting venous blood flow back to the heart. The increase in blood flow is comparable to that associated with exercise.

Decreases blood pressure: Blood pressure decreases as a result of vasodilation. Both diastolic and systolic readings decline and last approximately 40 minutes after the massage.

Stimulates release of acetylcholine and histamine: Vaso motor activity releases these substances, helping to prolong dilation of blood vessels.

Replenishes nutritive materials: Increased circulation helps deliver nutrients and oxygen to cells and tissues. It also aids in the removal of metabolic wastes.

Reduces ischemia: Ischemia is the local decrease in blood flow and is marked by pain and tissue dysfunction. By pushing blood through the system, massage reduces ischemia, and flushes internal organs, replenishing oxygen supply.

Reduces heart rate and increases stroke volume: Heart rate is reduced through activation of the relaxation response. Stroke volume is the amount of blood pumped from the left ventricle with every contraction. When the heart rate is reduced, more time between contractions allows the ventricles to fill with more blood before contracting again, resulting in more blood being pushed through the heart, increasing stroke volume. More nutrients and oxygen are delivered to cells and tissues with every heartbeat.

Increases red blood cell count: The number of RBC's is increased due to the promotion of the spleen's discharge of RBC's, recruiting blood from engorged internal

MASSAGE NEWS



organs in to general circulation, and stimulating stagnant capillary beds, returning this blood into circulation. When the RBC count rises, oxygen saturation of the blood increases.

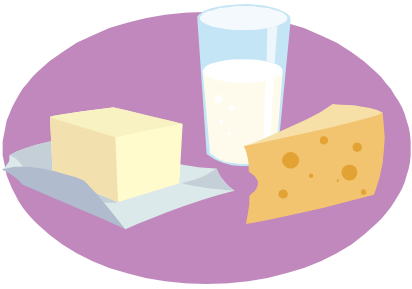
Increases white blood cell count: The presence of WBCs increases after massage because the body may perceive massage as a mild stressor and recruits additional WBCs, boosting the body's ability to protect itself against disease.

Enhances the adhesion of migrating WBCs: The surfaces of WBCs become increasingly sticky after a massage, thereby increasing their adhesive quality, and therefore their effectiveness.

So call today to schedule your massage and refer your friends and family to Valhalla for a massage. **A NEW MASSAGE REFERRAL PROGRAM** has begun at Valhalla. For every NEW massage client you refer to Valhalla, you will receive a \$5 gift card! **(Both Members and Employees are eligible!).**

Stop by the front desk today to schedule an appointment and pick up a Massage Brochure .

610-779-6006



NUTRITION NEWS

Valhalla Health & Fitness Club is now a participating provider with a variety of insurance companies for you to see Yvonne, our Registered Dietitian. We are currently a preferred provider ***with Capital Blue Cross and Aetna Health Insurance*** for dietitian covered services.

The fee for medical nutrition therapy may be covered by your medical insurance company.

If it is not covered, then there is a minimal fee for the services provided.

Call your insurance company to find out what your specific coverage is to see a Registered Dietitian today! If you need help determining what your specific coverage includes, call Valhalla and ask for Debbie or Yvonne. 610-779-6006

Individualized Medical Nutrition Therapy can include:

Diabetes or Insulin Resistance (pre-diabetes)

High Cholesterol or Heart Disease

Weight Management (maintaining, losing or gaining weight)

Healthy Eating

Food Allergies or Intolerances

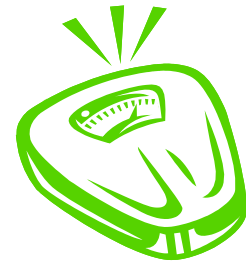
Cancer

Digestive or Bowel Problems

Children and Nutrition

Pregnancy (before, during and after)

Family Nutrition



Valhalla Health & Fitness Club Offers Highmark Blue Shield Drop 10 in 10SM Weight Loss Program

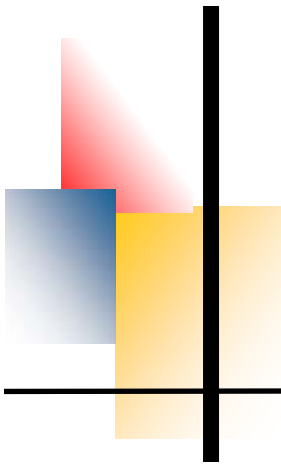
Program helps people drop 10 pounds or 10 percent of their body weight in 10 weeks

Studies show that reducing weight by 10 percent can reduce the risk for or improve management of chronic conditions associated with excess weight, such as high blood pressure, heart disease and diabetes. Participants can enroll in Drop 10 in 10 to learn lifelong tools for weight management, offered at Valhalla through Highmark Blue Shield.

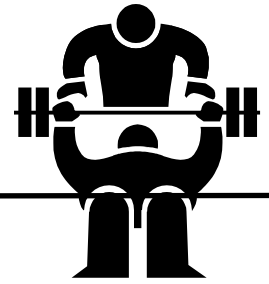
Drop 10 in 10 is a 10-week weight management program designed to help participants lose 10 pounds (or 10 percent) of their body weight through an engaging program of optimal nutrition, regular exercise and behavior change. The program includes a combination of educational lectures, experiential activities, self-study, self-monitoring and personal goal setting. Drop 10 in 10 is designed to help individuals move away from the “all or nothing” mentality of fad dieting to the philosophy of making meaningful and long-lasting nutrition, exercise and lifestyle changes.

Classes begin **Monday, October 3rd** and meet for 10 consecutive Mondays from 7:30 to 8:30 pm. There is no fee required for Highmark members to participate and a nominal fee for Non-Highmark members to participate. You Do Not need to be a Valhalla member to participate.

Call today to reserve your spot. 610-779-6006



TRAINER TALK



Valhalla is very excited to announce a new program aimed towards athletes of all ages!!

SAST (Speed Agility & Strength Training Program) is designed for athletes of all ages for off-season training to improve or maintain athletic performance.

INSTRUCTION PROVIDED BY CERTIFIED TRAINERS
WITH EXTENSIVE EXPERIENCE IN TRAINING ATHLETES

INDIVIDUAL AND GROUP/TEAM TRAINING AVAILABLE

TRAINING AVAILABLE ON-SITE AT VALHALLA HEALTH
& FITNESS CLUB OR OFF-SITE

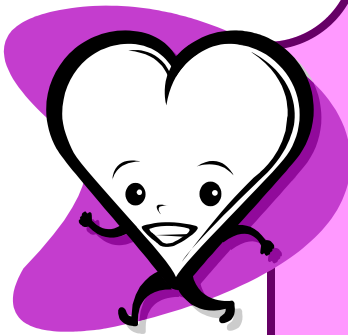
Age Categories Include: Youth (7—11), Middle School,
High School, College, Adult.

Sports Nutrition Counseling, Physical/Massage Therapy
is also available.

For More Information call or stop by the front desk
610-779 6006 or email Erick Hardwick at
ehardwick@valhallahc.com

Group Fitness Fun Facts

By the age of 65-individuals who haven't engaged in exercise on a regular basis may incur by as much as 80% , a decrease in their muscular strength



Your heart pumps about 74 gallons of blood in a single day...that is enough to fill up 3 gas tanks!



Women's Top 3 Recreational Activities:

1.) Walking 2.) Aerobics 3.) Working Out

Men's Top 3 Recreational Activities:

1.) Golf 2.) Basketball 3.) Walking

Valhalla Goes Pink!

GROUP FITNESS Breast Cancer Fundraiser
Mark Your Calendars...

October 29th

8:00 - 11:00a.m.

3rd Floor

LesMills Mania

Cycling and Zumba

Help Valhalla Raise Money for the
American Cancer Society!

Plus...

Yoga Instructor Kelly Boarder

**Will be introducing a
wonderful new Yoga Series:
Yoga for Breast Cancer Survivors**

6 week series

\$75.00p/person

Open to members and non-members

Monday evenings: Nov. 7th - Dec.12th

Group Fitness...

Please Welcome To
Our Staff:

Laurie



Shultz

Hot Off The Press:

Linette Davis

(one of our members)

is attending **BODYCOMBAT** training
the weekend of September 23rd

Way to go Lynette!

Hopefully everyone is enjoying the latest
releases from: **BODYSTEP**, **BODYCOMBAT**
and **BODYPUMP**!

The music is fantastic and the moves are
engaging! A new release in **BODYFLOW**
will be coming in October!

Stop Senior Hunger

CAN U SPARE A CAN?

During September, Hunger Action Month, Comfort Keepers is asking the community to make food donations to the "STOP Senior Hunger" food drive.

All donations can be dropped off in the lobby of

VALHALLA HEALTH CLUB

**We are accepting Non-Perishable, nutrient rich foods NOW thru Sept. 30*

Coming Soon... Silver Sneakers Trailblazers!

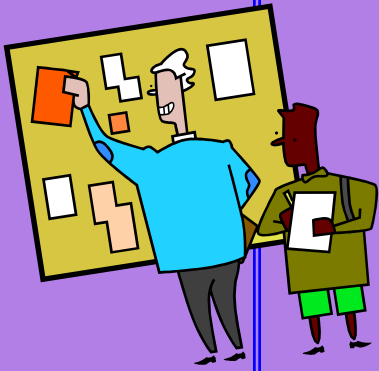
Put your walking shoes on...we are going on a hike!

A 6-week hike across America.

We will be counting our steps (with the help of a personal pedometer) and charting our progress.

Prizes for the top distance walkers.

More information coming soon!



Please check out the Silver Sneakers
Bulletin Board for:

- Members Birthdays
- Notes of Thanks, Appreciation or Sympathy
- Announcements
- Events

WHY IS PHYSICAL FITNESS IMPORTANT FOR SENIORS?

- Helps lessen fatigue and shortness of breath
 - Promotes independence by improving endurance for daily activities such as walking, house cleaning, errands, and tying shoes
- Rhythmic motion increases your body's ability to deliver oxygen and nutrients to tissues
 - Helps to prevent loss of bone mass
 - Improves balance
 - Helps to prevent falls



For all of our existing Silver Sneakers Members—you already know that Silver Sneaker's is a fun, energizing program that helps older adults take greater control of their health by encouraging physical activity and offering social events. In our area Highmark Blue Shield is a major supporter of this initiative. For anyone who is Medicare eligible, a free complimentary gym membership is part of the wellness package with all Highmark Freedom Blue Medicare Advantage plans, and as you know, Valhalla is participating with the Silver Sneakers Program!

.What a terrific opportunity for anyone eligible for Medicare, who realizes the importance of physical activity and the benefits of a health club like Valhalla.

However, unless you are just becoming eligible for Medicare, enrollment into a Medicare Advantage plan is generally limited to the Open Enrollment Period, which this year runs from October 15th through December 7th 2011.

In order to help our members and their friends & families become more familiar with this opportunity George Violand, who is a member of Valhalla, and a Highmark representative is available to answer any of your questions. He can be contacted at

610-406-9065.

Did you know...

By the age of 65- individuals who haven't engaged in exercise on a regular basis may incur a decrease in their muscular strength by as much as 80%.

Other Noteworthy News...

Mark your calendar for Saturday, October 22nd

Valhalla will be hosting a Wellness Fair from 10 am to 2 pm. Take a look at some of the participants.....

- Hillcrest Racquet Club
- McClimon Chiropractic
- Wardius Dental
- Free Blood Pressure Checks
- Bone Density Screenings
- Free Chair Massages
- Nutrition Talks
- George Violand on Medicare Open Enrollment
- Pilates Reformer and Wunder Chair Demos
- Facilitative Stretching Demos
- Samples from Loki's Lair Café

Wellness Fair is Open to the public!

Giveaways and prizes!!

More to come.....

What's New?...

Watch for voting boxes to appear around the club. You can nominate a staff member who went above the call of duty and made your fitness experience at Valhalla even better. We will honor a special employee every month.

Retail Special

Purchase a 6 session training package and receive 20% off one clothing item

Purchase a 10 or 20 pack and receive 50% off one clothing item.

(Offer expires October 8th)



NEWS FROM LOKI'S LAIR CAFE

◆ Thanks so much for your “Positive Reaction” to the New Scanning procedure at the Café!

◆ It's really been speeding up the process, both time wise and efficiency.

◆ The best part is able to get you to class quicker, or get that Recovery Shake after your work out.

◆ As a courtesy we can hold onto your membership card/keys while you work out,

◆ in case you might like something during your workout, and don't' want to dig for your keys.

◆ Then you can just pick them up when you leave.

◆ Were so glad you're all enjoying the Weekly Specials that you receive by email.

◆ A lot of you have been eager to check the Front Case out, to actually “see” what the specials

◆ look like, now that you've had the chance to read all about them. Of course, they look as good as they Taste!

◆ Don't forget you can always ask for a sample of our Homemade Soups, Chicken & Tuna Salad.